

THE EFFECTS OF MOTIVATION AND PERCEIVED VALUE ON TOURIST
SATISFACTION AND LOYALTY: A CASE OF CHINESE F.I.T. TOURISTS TO
THAILAND



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THAILAND

A Thesis Presented to

The Graduate School of Bangkok University

In Partial Fulfillment

of the Requirements for the Degree

Master of Arts in Hospitality and Tourism Industry

by

Yang Mengjiao

2019



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บัณฑิตวิทยาลัย มหาวิทยาลัยกรุงเทพ
อนุมัติให้วิทยานิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตร
ศิลปศาสตรมหาบัณฑิต สาขาวิชาการจัดการอุตสาหกรรมบริการและการท่องเที่ยว

เรื่อง The Effects of Motivation and Perceived Value on Tourist Satisfaction and Loyalty
: A Case of Chinese FIT Tourists to Thailand

ผู้วิจัย YANG MENGJIAO

ได้พิจารณาเห็นชอบโดย

อาจารย์ที่ปรึกษา

(ผู้ช่วยศาสตราจารย์ ดร.สมยศ วัฒนากมลชัย)

อาจารย์ที่ปรึกษาร่วม

(ผู้ช่วยศาสตราจารย์ ดร.ดวงธิดา นันทากิรินทร์)

ผู้แทนบัณฑิตวิทยาลัย

(ดร.ชุติน แก้วนพรัตน์)

ผู้ทรงคุณวุฒิภายนอก

(ผู้ช่วยศาสตราจารย์ ดร.วรรณมา ศิลปอาษา)

(ดร.สุชาดา เจริญพันธุ์ศิริกุล)

คณบดีบัณฑิตวิทยาลัย

11 พฤษภาคม 2562

Mengjiao Y. M.A. (H.T.M), December 2019, Graduate School, Bangkok University.

The Effects of Motivation and Perceived Value on Tourist Satisfaction and Loyalty: A Case of Chinese F.I.T. Tourists to Thailand (86 pp.)

Advisor: Asst. Prof. Somyot Wattanakamolchai, Ph. D.

ABSTRACT

This study aimed to explore the influences of motivation and perceived value on tourist satisfaction and loyalty. The population were fully independent Chinese tourists traveling to Thailand. Self-administered questionnaires in Chinese were used to collect data from 400 convenient samples at Don Muang and Suvarnabhumi Airports. The Index of Item-Objective Congruence (IOC) and Cronbach Alpha Coefficients were used to assure the questionnaire's validity and reliability. Multiple regression analyses were employed to assess the research questions. Most respondents were single female, aged between 21 – 30 years old, holding a bachelor's degree and travelling with their families. The analyses showed that motivation and perceived value could statistically explain 96.3% variance in tourist satisfaction. Both factors had almost equal relative effects on satisfaction. Motivation, perceived value and satisfaction could statistically explain 71.6% variance in tourist loyalty with motivation having the highest relative effect (58.84%).

Keywords: motivation, perceived value, tourist satisfaction and loyalty

Approved: _____

Signature of Advisor

ACKNOWLEDGMENT

This study is firstly dedicated to my beloved family and friends for standing by me during the process of this project and providing with their knowledge and support.

I would like to express my utmost unreserved gratitude to my supervisor Asst. Prof. Dr. Somyot Wattanakamolchai for providing the valuable advice, continuous encouragement and support towards the successful completion of this research. This is a unique opportunity to know and work with her.

I would like to emphasize my thankful appreciation to my university (Bangkok University of Thailand) for providing me with the useful and essential resources to finish this research. I also had a great chance to broaden my awareness and better develop my future career.

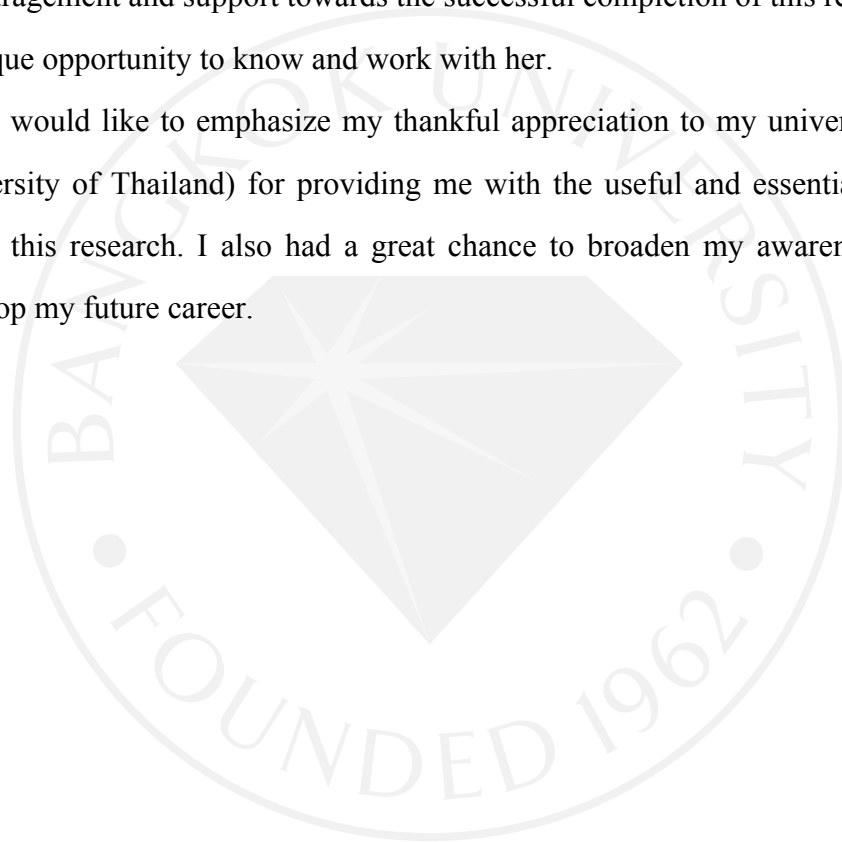


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CHAPTER 1

INTRODUCTION

1.1 Problem Identification and Background

1.1.1 Tourism in Thailand

Tourism refers to the activities of people who travel and stay out of their usual environment for leisure, business or other purposes for a maximum of one year in a row. Tourism is a complex social phenomenon, which is geography, law and other social areas: tourism may be national or international and international tourism has implications for both entry and exit on a country's balance of payments. Today, tourism is a major source of income for many countries. Countries of origin and reception, sometimes of vital importance.

Thailand is a country rich in tourism resources. It is known for its natural beauty, splendid Buddhist culture, unique local customs, beautiful historical sites, spa massages and delicious Thai cuisine. Although Thailand still offers incredible value for money, it has become a hotbed of luxury with more resorts, spas and five-star hotels, and has become a center of medical tourism, health care and paradise for yachters.

Whether you're riding an elephant, taking the Oriental and Oriental Express luxury trains or learning to cook authentic cuisine at the Mandarin Oriental Thai Cooking School of Bangkok, the country has always been at the forefront of products and marketing. Its national tourism promotion agency, Thailand Tourism Authority, TAT, was the first country to introduce the concept of "visit year" more than 20 years

ago. Today, this idea has not only been widely replicated in other countries, but also by regions and cities.

Today, Thailand is seeking to take advantage of rising global wealth, particularly in high-net-worth markets (with a net worth of more than \$ 30 million), which is expected to double over the next decade, and a new wave of wealthy travelers would like to experience new places and get there.

As China's economy continues to grow, Chinese tourists grow rapidly, Chinese purchasing power has increased, and the Chinese government has relaxed overseas travel regulations, including allowing Chinese tourists to absorb more money. There is no need to purchase travel packages from travel agencies and it is not necessary to approve destinations for more countries. At present, Chinese tourists play an important role in many countries, as they make the most expensive trips abroad each year. It is estimated that in a few years, the number of Chinese tourists abroad will increase from 82 million in 2555 to 100 million, or 13% of the Chinese population, or about 200 million inhabitants, combined with the trend of economic growth in China continued at a rate of 7 percent per year, as well as the trend of economic growth. Thailand believes that the tourism market is likely to compete with other countries because it has tourist attractions and natural resources such as coastal areas, beaches, forests, waterfalls and comfortable climates. In addition, Thailand's cultural traditions are spread throughout the country and the country is not far from mainland China.

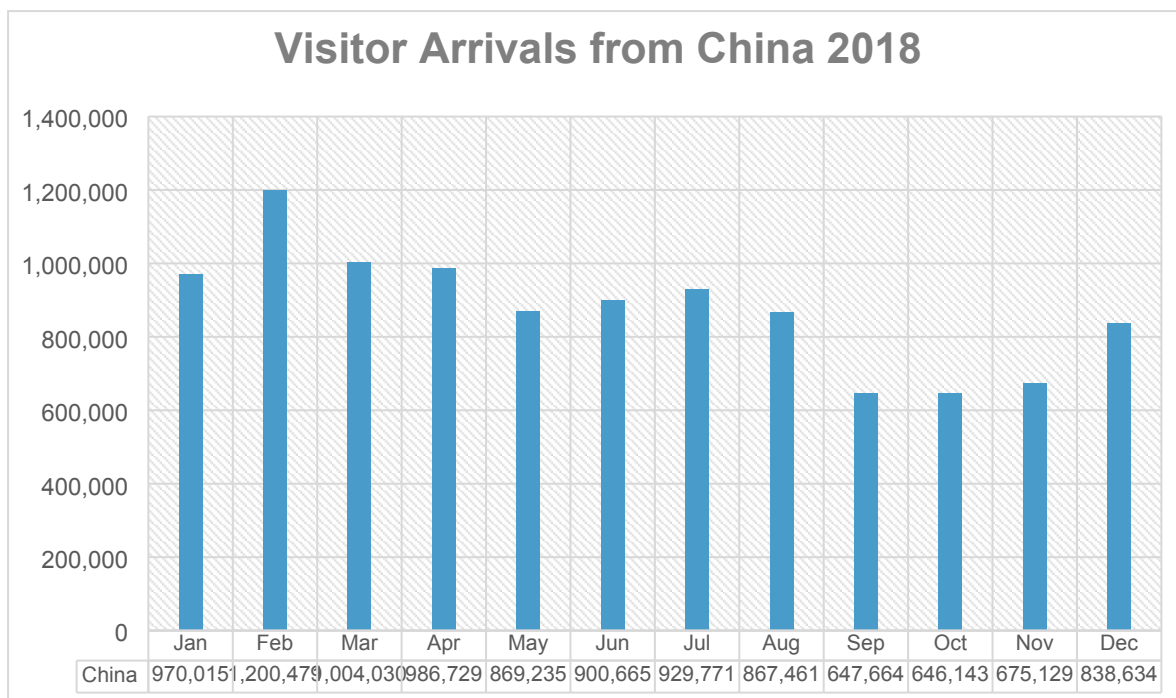


Figure 1.1: Visitor Arrivals from China towards Thailand in year 2018.

Source: Imtiaz, M. (2019). *The Best Analysis of Thailand's 2018 Record-breaking Visitor Arrivals*. Retrieved from <https://www.travel-impact-newswire.com/2019/02/the-best-analysis-of-thailands-2018-record-breaking-visitor-arrivals/>

Chinese visitor arrivals bounced back in December, proving that memories are short. The 05 July 2018 boat accident in which 45 Chinese tourists perished impacted Chinese visitor arrivals for only four months. The business interests of the airlines, the inbound and outbound sectors in both countries and the marketing genius of the Tourism Authority of Thailand can drive recovery campaigns to overcome any crisis.

1.1.2 Chinese Tourist in Thailand

With a population of 1.4 billion, China is one of the major segments of the international tourism market. In 2018, there were about 9.8 million Chinese tourists, generating more than 520 billion baht (104.7 billion yuan, 16.46 billion dollars). According to the report, in 2019, it is expected that 10.80 to 1 099 million Chinese tourists will visit Thailand (up 2.5 to 4.4% from 2018). By 2019, spending by Chinese tourists in Thailand is expected to increase by 5 percent to more than 600 billion baht (Ministry of Tourism of Thailand, 2018).

Yuthasak Supasorn (2017), president of Thailand Tourism Authority (TAT) said Thailand is currently seeking to attract second-rate Chinese tourists from Thailand in the future. It is estimated that Chinese tourists will reach 9 million tourists in Thailand this year and will remain the largest source of foreign tourists in the country. In recent years, the Chinese market has been the main driver of tourism growth in Thailand. Last year, more than 8.7 million Chinese tourists visited Thailand, representing about 3% of the country's international visitors. Chinese tourists can be seen in most of Thailand's main tourist attractions, and the country has set up Chinese services in its tourist facilities to expand the Chinese source market.

1.1.3 Chinese tourists' satisfaction and loyalty to Thailand

According to the Thai World News (2016), foreign tourist journalists discovered in the Thailand Tourism Industry's sensory and satisfaction survey that most foreign tourists were more and more satisfied with Thai tourism services, including major tourist attractions and immigrants. The Thai tourism industry recorded an overall score of 86.6 points, compared with 82.8% the previous year, of

which 89.8 was the highest score obtained by Chinese tourists, the highest level, followed by 89.6 for US tourists and 86.8 for the United States. Singapore tourists.

At present, China is the largest country of origin of tourists in Thailand and the total number of tourists has increased year by year. In 2016, more than 8.7 million Chinese tourists visited Thailand, including 60% of all-inclusive travelers and 40% of fully independent travelers (F.I.T.). With the rapid development of information technology and the emergence of various travel-related applications, the number of fully independent travelers (F.I.T.) is increasing. A better understanding of the factors that will affect China's fidelity to full-fledged travelers (FIT) in Thailand will provide a reference on how to increase Chinese tourists' loyalty to Thailand, and then help maintain a stable and accessible number of tourists Chinese in Thailand.

1.2 Research Questions

1. Does tourist motivation influence Chinese Fully Independent Traveler (F.I.T.) tourists' satisfaction with Thailand?
2. Does perceived value influence Chinese Fully Independent Traveler (F.I.T.) tourists' satisfaction with Thailand?
3. Does satisfaction influence loyalty of Chinese Fully Independent Traveler (F.I.T.) tourists to Thailand?

1.3 Objectives of the Study

1. To investigate the influence of tourist motivation on Chinese Fully Independent Traveler (F.I.T.) tourists' satisfaction with Thailand.

2. To investigate the influence of perceived value on Chinese Fully Independent Traveler (F.I.T.) tourists' satisfaction with Thailand.

3. To investigate the influence of satisfaction on loyalty of Chinese Fully Independent Traveler (F.I.T.) tourists to Thailand.

1.4 Significance of Study

In recent years, the international tourism has been growing and developing rapidly. Thailand is one of the most famous and popular tourist destinations in the world. From 2012 onwards, China has been taking the top spot as far as providing tourists to Thailand. And the number of F.I.T. tourists is growing every year. Therefore, the importance of this research are as follow:

1. According to these results, it gives proposed solutions to enhance the satisfaction and loyalty of Chinese tourists to Thailand.
2. The results of this research can provide useful information for the local government, Authorities related tourism and travel operators.
3. The research results will have some reference value to the following research.

1.5 Scope of Study

This research studied the factors impacting Chinese F.I.T. Tourists' loyalty to Thailand. It comprised the following scopes:

Scope of Content

This research starts with tourist motivation, perceived value and tourist satisfaction, and to find out the factors impacting Chinese F.I.T. Tourists' loyalty to Thailand. This study is quantitative research based on the concept of tourist motivation, perceived value and tourist satisfaction as well as related research.

Scope of Demographic, Sample and Location

The population and sample are identified as Chinese tourists, who travel to Thailand (through Suvarnabhumi Airport and Don Muang Airport in Bangkok city). The samples are 400 Chinese Fully Independent Traveler (F.I.T.) tourists. The survey questionnaires are distributed during the third and fourth week of February 2018, at both Suvarnabhumi Airport and Don Muang Airports.

Research Variables

The research variables are as follows: tourist motivation, perceived value, tourist satisfaction and tourist loyalty.

Scope of Researching Duration

The research was conducted from March 2018 to June 2018 in Bangkok, Thailand.

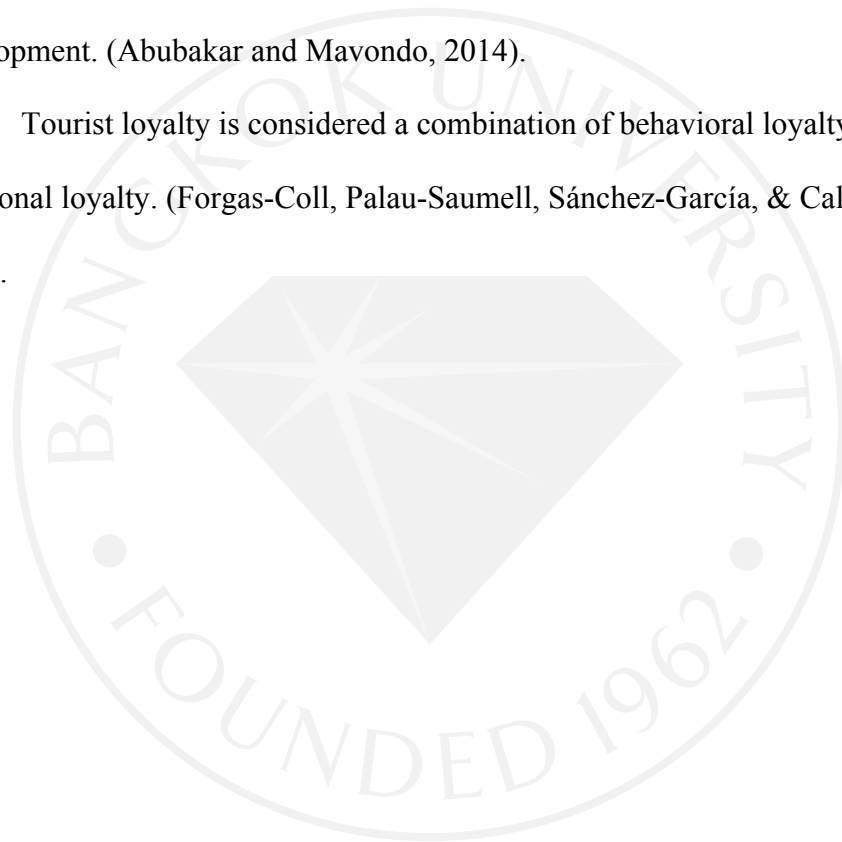
1.6 Definitions of Terms

Tourist motivation of the visitor is the motor of his intentions and his behavior. It defines people's goals and expectations and constitutes choices, behaviors and perceptions of travel for specific destinations.

Perceived value is a customer's perception of the value of the product. This may have little to do with the price of the product on the market, or it is independent of the market price of the product and depends on the ability of the product to meet its needs.

Tourist satisfaction is an emotional "pleasure" and a "global assessment" of the visitor experience, which encompasses the needs of survival, pleasure and development. (Abubakar and Mavondo, 2014).

Tourist loyalty is considered a combination of behavioral loyalty and emotional loyalty. (Forgas-Coll, Palau-Saumell, Sánchez-García, & Callarisa-Fiol, 2012).



CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

In this chapter the author provides theoretical foundation which is used within this thesis. The theories originated from literature reviews and analysis of empirical studies related to the subject of tourist motivation, perceived value, tourist satisfaction and tourist loyalty. The connection and correlation between each theory and frame work are also presented within this chapter.

2.2 Tourist Motivation

Definition and Classification of Tourist motivation

Motivation has long been a topic of interest to researchers and theorists in the field of recreation and travel, and many definitions of motivation have been proposed. Battour, Ismail, Battor and Awais (2017) point out that travel motivation is "a state of mind sufficient to allow one or more actors or group of actors to travel, and can then be interpreted by others as valid explanation of this decision".

The motivation of tourists is a driving force to meet the different needs of tourists and can be considered as the main reason why tourists travel (Carneiro, Eusebio, Kastenholz and Alvelos, 2013), subjective factor of tourist demand and psychology . Motivating people to travel and a series of requirements that require

visitors to engage in specific tourism activities (Battour, Ismail, Battor and Awais, 2017).

Some specialists classify the motivational factors of tourists and think that their main motives are relaxation, vacations or abandonment of daily work, followed by other motives, such as touching new things, visiting relatives or friends and visiting historical sites (Battour, Ismail, Battor and Awais, 2017).

The Japanese scholar Tanaka also subdivided the notion that psychological motivation includes nostalgia, heart and faith. Mental motivation, including the need for knowledge, the need for knowledge and the need for joy, physical motivation, including the need for treatment, the need for rehabilitation and exercise, economic motivation includes shopping and business.

In China, many researchers have also studied the classification of tourism motivation. For example, Hsu, Cai, and Li (2010) classify visitor motivation into six categories: motivation for physical and mental health, nostalgic motivation, cultural motivation, communicative motivation, aesthetic motivation, and public motivation. According to Carneiro et al (2013), there are five levels, from low to high motivation, namely motivation, motivation, motivation, motivation and motivation, and empirical methods of analyzing and studying the motivation of tourists.

Other researchers believe that there is no major or minor relationship between tourism motivations, divided into six categories: psychological factors, emotional

factors, personal factors, personal growth factors, status factors and cultural factors.

There are three common theoretical frameworks to explain the motivation of travel. First, Maslow's (1970) demand for hierarchical models has influenced many studies of tourist motivation (Hsu, Cai and Li, 2010). Maslow (1954) proposed five levels of human need to explain human behavior. Each requirement contains a large number of different behaviors, but these behaviors are divided into five levels: (a) physiological needs, (b) safety requirements, (c) need for membership, and (d) identification and respect of needs, respect for oneself and respect for others), and (e) must flourish. The theory is classified as an intrinsic method and content in its basic idea, and is also suitable for reinforcement and cognitive methods. According to this theory, demand begins with the most basic underlying physiological needs, up to the needs of high-level self-realization. People work part-time to meet their own needs. Maslow mentioned that employees must first meet their basic physiological needs and then evolve over time towards safety, sense of belonging, self-esteem and self-fulfillment. As following figure:

ABRAHAM MASLOW HIERARCHY OF NEEDS



Figure 2.1: Maslow's hierarchy of need

Source: Adapted by Huitt, W. (2007). *Maslow's hierarchy of needs*. *Educational Psychology Interactive*. Valdosta, GA: Valdosta State University.

Secondly, the binary model of Humitt, W. (2007) (search / escape, personal / interpersonal relationship) provides another theoretical aspect of research on tourism motivation. In this model, the "escape" motivation indicates the desire to go out of everyday life and the "research" motivation indicates the desire to obtain an intrinsic reward for future behavior. These two motivational factors are also divided into two dimensions, namely the personal dimension and the interpersonal dimension. This has become a popular model for tourism motivational research.

Finally, people try to understand the motives of tourists through the concept of

imbalance (Hsu, Cai and Li, 2010). The argument is based on the assumption that human beings are willing to maintain equilibrium as long as there is no tension between expectations and performance. The disturbance of the equilibrium in this theoretical framework is the driving force of the action.

Push and Pull Theory

Dann (1977) and Crompton (1979) made significant contributions to push and pull factors. When studying the behavior of tourists, they take into account the factors of attraction of the destination, thus forming a factorial model "push-pull". On the one hand, the push factor refers mainly to various factors that stimulate people's internal movement needs. On the other hand, the attraction factor indicates only the attractiveness of tourist destinations for tourists. The pull factor is the specific product and attribute that attracts visitors to their destination to meet their needs and requirements, while the push factor is the psychosocial motivation that drives people to travel, such as the desire to escape.

Carneiro et al. (2013) identified nine motivations for displacement, seven of which are determinants (social motivation): the ordinary environment that escapes perception, exploration and self-evaluation, relaxation, prestige, regression and improvement of kinship. And promote social interactions. The other two reasons, the attraction factor (cultural motivation), are novelty and education.

2.3 Perceived value

Definition of Perceived Value

Perceived value is an overall assessment of the client's applicability to a product or service based on knowledge of the benefits received and benefits received (Chen & Tsai, 2007).

Perceived value is defined as a utility individual derived from a material product or intangible service and including the benefits and costs paid by the individual (Kim, Kim & Goh, 2011).

Perceived value is a better predictor of redemption intentions than satisfaction or quality (Kim, & Goh, 2011).

Perceived value is a general assessment of the net worth of a service based on the client's earnings and performance (Hellier et al., 2003). More specifically, the perceived value can be summarized as a compromise between perceived and perceived costs (Lovelock, 2000). Recent studies have shown that Prebensen (2013) identifies several factors that may interfere with visitors' assessment of the visitor experience, including: high quality services, perception of the surrounding nature, other visitors and visitor resources (e.g. participation, money, time and energy), are the value of tourism based on the sum of various experiences.

In tourism, perceived value is related to the personal assessment of travel products, such as price, quality, emotional and social factors (Chiu et al., 2014). Many

travel studies have shown that the perceived value of visiting a particular destination or type of trip greatly influences the traveler's future intention to return to the same destination or to experience a similar travel experience (Petrick, 2004a, 2004b).

Segmentation of Tourism Perceived

According to Kim's & Goh (2011), the perceived value of visitors is seen as two aspects: one is "the trade-off between perceived benefit and perceived sacrifice" and the other is the "trade-off between perceived benefit and perceived sacrifice". A measure of the perceived value of the visitor, that is perceived value, is an overall assessment of the effectiveness of a product or service by the client, based on perceptions of what is received and what is given, and conviction that the visitor and the profits and sacrifices related to the process of the travel experience. The comparison ultimately shaped the perceived value of tourists. Petrick (2002) proves that perceived value is an important indicator of buyout intent. Some researchers believe that the perceived value of consumers includes the five dimensions of functional value, cognitive value, emotional value, social value, and conditional value. These dimensions affect consumers at the product level and the purchase level.

Chen & Tsai (2007) believes that the perceived value is the overall assessment of the visitor's net worth of travel, based on his assessment of benefits (revenues) and benefits (costs or sacrifices). Most other researchers are divided into two parts: the

income and cost components, such as Gallarza and Saura (2006), which define the positive and negative systems, while Gallarza, Arteaga, and Gil-saura (2013) propose a system for measuring the value of benefits and costs. . The perceived value of Lee (2009), Lee includes functional value, emotional value and social value, sacrificed by price and cost, all of which are "sacrifices" in the functional value system.

Chinese scholars Yang et al., (2017) define the perceived value of tourism by its total cost, total value and value. In analyzing the behavior of tourists in Nanjing, Song (2010) put forward the perceptual value, including environmental value, leisure value, cultural value, service value, and value, convenience, while the object of sacrifice is a perceived price. Taking as an example the 2010 Shanghai World Expo, Yang et al., (2017) built the perceived value of tourists for major events, including the value of the service project, the aesthetic value, the utility value, the value entertainment and convenience, as well as the price charged by the items.

Table 2.1: The Measured Items of Tourism Perceived Value - The Tradeoff between
“Benefits” and “Sacrifices”

The measured items and questionnaire survey project	Author/year
The product is worth it, the price of product is worth it ,after-sales service is worth it, money spent is worth it, mind-body spend is worth it.	Chen&Tsai(2007)

(Continued)

Table 2.1(Continued): The Measured Items of Tourism Perceived Value - The
Tradeoff between “Benefits” and “Sacrifices”

Benefits: food festivals make me feel good, the quality of food is exceptionally good, the food in the event has a good reputation.	Kim, Kim & Goh (2011)
Cost: food prices are reasonable, food in the event are easy to buy.	
Positive value: efficiency, the quality of service, social value, entertainment, aesthetic	Gallarza & Saura (2006)
Negative value: currency cost, risk cost, time and effort cost	
Benefits: spirituality, social value(include benefit, status and respect), entertainment, efficiency	Gallarza, Arteaga & Gil-Saura (2013)
Cost: body-mind and time expenditure	
Benefits: perception of the total value, perception of price value	Xia & Hu (2006)
Cost: perception of total cost	
Benefits: tourism quality level(compared with tourism location)	Qiongfeng (2011)
Cost: whether the tourism price is reasonable	
Benefits: include function value(travel agent services and facilities, staff service, product quality). Emotional value(I feel relaxed during the trip, the staff can always meet my expectation, give me a positive feeling, no pressure on my decision, I feel comfortable buying this product) and social value (it enhances the perception of me ,the product has been bought by many people, consumption can be socially acceptable)	Sánchez, Callarisa & Rodriguez et al (2006)
Cost: price (belongs to function value)	

(Continued)

Table 2.1(Continued): The Measured Items of Tourism Perceived Value - The Tradeoff between “Benefits” and “Sacrifices”

Benefits: include function value (good quality travel products , get good service), emotional value (feel happy, feelings is very good, my impression of it deepened, like it) and total value(the choice is correct, get good results on this visit, the visit is worth it , more than I expected ,it’s the place I want to go)	Lee, Yoon & Lee(2007)
Cost: reasonable price in destination, affordable price, it’s more cost-effective than other destinations, compared with the cost ,obtained quality is reasonable(belongs to function value)	
Benefits: service value, aesthetic value, utility value, pleasure value, convenient value.	Chaohui et al.,(2011)
Cost: perceived price	

The second point of view is the "interest" in analyzing the perceived value of tourists. As shown in Table 2.2, according to the experience of Hong Kong volunteer tourists, it includes changing the concept of life, improving interpersonal relationships, developing and developing the person, and broadening the horizon. Get unforgettable life experiences, future careers, learning and life-oriented influences. Yang et al., (2017) believes that the perceived value of urban tourism includes aesthetic value, a mysterious aspiration, a romantic pursuit, and symbolic signs and hung emotions.

Table 2.2: The Measured Items of Tourism Perceived Value - Concept of “Benefits”

The measured items and questionnaire survey project	author/year
change view of life, Relationship enhancement, personal development and growth, Broadening horizons and gaining life experience, Influence on future career, studies, and life directio	Lo, Candy & Lee (2011)
Perceived value include aesthetic value, mysterious yearning, romantic pursuit, symbolic signs and emotional of hooking up.	Jinlong (2011)
Environmental value, leisure value, cultural value, perceived price and service value.	Wei et al., (2012)

From the above analysis, we can see that in the “benefits-sacrifices” measure, the definition of cost attributes is relatively uniform in price, time, mind-body and expenditures. But the content of “benefits” is diversified.

2.4 Tourist Satisfaction

Customer satisfaction research is first applied to the quality of manufacturing products and services. With the intensification of competition in the tourism market, the satisfaction of tourists has begun to attract the attention of specialists. Satisfaction is the degree to which a traveler is satisfied with their expectations and needs during

their trip. Visitor satisfaction is the emotional "level of pleasure" and "overall assessment" of the travel experience, which results from the satisfaction of different needs in the travel process, including the needs for survival, satisfaction and of development.

Satisfaction is an indispensable variable in an empirical research model of an antecedent variable. Alegre and Garau (2010) define it as "the joy or the disappointment of the perceived impact by a customer on a product or a service compared to the expectations of this one". Customers will be dissatisfied when the actual performance of the service exceeds their expectations.

Patricia and her collaborators (2006) proposed that "satisfaction is satisfaction or individual dissatisfaction, obtained by comparing the performance of the service with the expected value". Conduct repeat shopping and good word of mouth promotion by customers.

2.5 Tourist Loyalty

The study on defining customer loyalty began in the 1950s and focuses on consumers' continued consumption behavior when making decisions. Some specialists consider customer satisfaction as a prerequisite for customer loyalty. After many consecutive and satisfying customer satisfaction experiences, customers can become repeat customers (Vishal, 2015). Vishal believes that customer loyalty has

gone through four stages: cognitive loyalty, emotional loyalty, voluntary loyalty and behavioral loyalty.

Weisheng and Shiheng (2016) believe that revising behaviors may reflect the positive attitude of tourists towards tourist destinations. However, Chen and Gursoy (2001) estimate that visitors are less likely to be able to travel to the same destination because of their travel experience and the psychology of seeking differences. The desire to recommend a destination to a partner reflects the loyalty of the visitor. Weisheng and Shiheng (2016) confirmed that loyalty is more than just continuous purchases of the same brand. Loyalty is now defined as repeated purchases that are exposed over a long period of time and are motivated by good product attitudes.

Oppermann (2000) believes that visitor loyalty should translate into positive word of mouth advertising, recommended behavior, and other aspects. Based on the above, this study uses word of mouth marketing and revisits the intentions of defining visitor loyalty.

2.6 Previous Study

Patricia, et al, (2006) studied topic of “Tourist Satisfaction and Destination Loyalty intention: A Structural and Categorical Analysis.” The study explored the relationship between travel satisfaction and loyalty intentions at the destination. The study was conducted among 486 visitors to the Portuguese tourist resort of Arade.

Based on the Structural Equation Model (SEM), the results confirm the importance of tourism satisfaction as a measure of fidelity to destination. In addition, the Principal Component Analysis of Classification (CATPCA) provides a detailed analysis of this cause-and-effect relationship by establishing greater satisfaction (measuring the number of vacations, destination attributes and expectations expected through of overall satisfaction), thus increasing the future. The ability to repeat tours and the desire to recommend destinations to others. The group of visitors has also been identified and characterized according to satisfaction and loyalty. These analyzes provide a useful basis for planning future travel marketing strategies.

Weisheng and Shiheng (2016), has made research of “Determinants of Chinese Tourists’ Loyalty to Korea: A Comparison of Film and Non-film Tourist Perceptions”. The purpose of this research was to study the impact of the image of the destination, its attachment to a place and its satisfaction on the loyalty of Chinese tourists, and to compare the differences between film visitors and non-Chinese visitors. -visitors. The results show that cinema visitors have higher values of cognition, place identity, place dependence, social connection, satisfaction and loyalty of visitors. With regard to the decisive factors of Chinese tourists' loyalty to Korea, social ties and satisfaction significantly indicate the loyalty of tourists in South Korea. The emotional image, the reliance on location, the social connections and the satisfaction greatly increase the loyalty of non-filmed visitors. The results of this

study help to understand the perceptions and behaviors of Chinese tourists. In addition, the impact on film distributors and destinations was discussed.

Vishal (2015) conducted research on “Factors Affecting Tourist Destination Loyalty: A Case Study of Munnar, India as a Tourism Destination”. The study aimed to examine the factors that influence the fidelity of tourist destinations in Indian Munnar as a tourist destination. Factors considered in this study are visitor perception, destination image, destination attributes and visitor experience of the destination. The study used a descriptive research approach using self-administered questionnaires to collect information from destination visitors. In Eravikulam National Park in Munnar, 400 questionnaires were distributed to different visitors. The results of the Pearson correlation show that the perception of independent variables, the relationship between the images and the satisfaction experiment is moderately positive and that the positive correlation between the properties of the independent variables and the satisfaction of the intermediates is weak. Intermediate variable satisfaction shows moderately positive significance for dependent fidelity. Among the visitors to Enavikulam National Park, the results of this study in Munnar indicate that there are perceptions of loyalty and visitors, destination images, destination attributes among visitors to Munnar. And the visitor experience is a factor that influences his satisfaction. In Munnar, visitor satisfaction greatly influences visitor loyalty to Munnar's destination. The study also showed that all these factors had to be taken into

account to understand the loyalty of visitors to the Munnar destination.

Song et al, (2010), studied “Attributes Affecting the Level of Tourist Satisfaction with and Loyalty towards Theatrical Performance in China: Evidence from a Qualitative Study”. The study aimed to explore the attributes that affect the satisfaction of Chinese tourists and their loyalty to theatrical performances. Based on four group discussions with 31 participants, the study identified 34 attributes that could affect visitor satisfaction with the theatrical performance and divided them into five categories: scene, performance, location, service and Properties related to visitors. The survey of tourist loyalty shows that most respondents will not watch the same theatrical performances in the future. However, they will recommend it to others. The study ends with a rich and interesting discovery and its impact on tourism professionals.

Arunroong (2014) explored the discussed that “Antecedents and Loyalty of Foreign Tourists towards Attractions in Bangkok Metropolitan Area, Thailand”. The purpose of the study was to examine the impact of certain determinants, including tourist satisfaction with Bangkok attractions, the perceived value of attractions, participation in attractions, understanding of attractions, determining factors, determining factors and the motivation to find something new. The loyalty of foreign tourists to Bangkok's tourist attractions. A sample of 400 international visitors was sampled using multistage sampling techniques. Later, LISREL used a semi-structural

equation model during the analysis phase. The Semi Structural Equation Model of the selected antecedents of tourist's loyalty attractions had a correlation with the empirical data through the following statistical descriptions: Chi- square = 3.43, df = 4, P- value = 0.48893; RMSEA= 0.000; CFI = 1.00; CN = 1539.75; RMR = 0.0022; GFI = 1.00 and AGFI = 0.98. The findings indicated that all antecedents were able together to predict the loyalty of the foreign tourists who visited Bangkok at 73 percent.

Weisheng, et al, (2016), studied "The influence of destination image and tourist satisfaction on tourist loyalty: a case study of Chinese tourists in Korea". The purpose of this article is to explore cognitive and emotional images and to study the impact of the image of the destination in terms of satisfaction and loyalty of tourists. Data collection using a practical sampling method. The on-site survey was conducted with Chinese tourists in Seoul's famous tourist attractions. The results show that the cognitive image has a direct impact on the emotional image and confirms the process of forming the target image. Cognitive and emotional images have a positive impact on satisfaction, and satisfaction can predict visitor loyalty. In addition, the relationship between the destination image and the loyalty shows that the emotional image directly affects the loyalty of tourists. Although the cognitive image is not directly related to tourist loyalty, the authors found that it had an indirect impact on tourist loyalty through an emotional image and satisfaction.

Ramseook et al, (2016), conducted research on “The Impact of Destination Service Quality on Tourist Satisfaction and Loyalty: Evidence from Mauritius”. The literature on travel and tourism shows that there are many studies on destination and visitor satisfaction. However, the impact of destination quality of service on visitor satisfaction and loyalty has not been thoroughly investigated. Therefore, the purpose of the study was to first use qualitative methods to deepen understanding of the quality of destination services, and secondly to assess the impact of visitors' perceptions of destination service quality on Mauritius's tourist satisfaction and loyalty. The research tools of this study were developed using a hybrid methodology; qualitative and quantitative methods. First, an in-depth interview was conducted with international visitors to determine the relevant aspects of the quality of the destination service. Based on the results of the interviews and literature review, eight (8) destination service quality dimensions have been adjusted to prepare the questionnaire. “People and hospitality”, “accommodation and food” and “tourist satisfaction” are the most important factors in predicting passenger loyalty. The study also showed that satisfaction has a positive impact on tourist loyalty. Based on the survey results, specific recommendations were made.

2.7 Hypothesis

Tourist Motivation and Tourist Satisfaction

H1_o: The Chinese Fully Independent Tourists' motivation does not positively influence their satisfaction with Thailand.

H1_a: The Chinese Fully Independent Tourists' motivation does positively influence their satisfaction with Thailand.

Perceived Value and Tourist Satisfaction

H2_o: The Chinese Fully Independent Tourists' Perceived value does not positively influence their satisfaction with Thailand

H2_a: The Chinese Fully Independent Tourists' Perceived value does positively influence their satisfaction with Thailand

Tourist Motivation and Tourist Loyalty

H3_o: The Chinese Fully Independent Tourists' motivation does not positively influence their loyalty to Thailand

H3_a: The Chinese Fully Independent Tourists' motivation does positively influence their loyalty to Thailand

Perceived Value and Tourist Loyalty

H4_o: The Chinese Fully Independent Tourists' Perceived value does not positively influence their loyalty to Thailand

H4_a: The Chinese Fully Independent Tourists' Perceived value does positively influence their loyalty to Thailand

Tourist Satisfaction and Tourist Loyalty

H5₀: Chinese Fully Independent Tourists' satisfaction does not positively influence their loyalty to Thailand

H5_a: Chinese Fully Independent Tourists' satisfaction does positively influence their loyalty to Thailand

2.8 Conceptual Framework

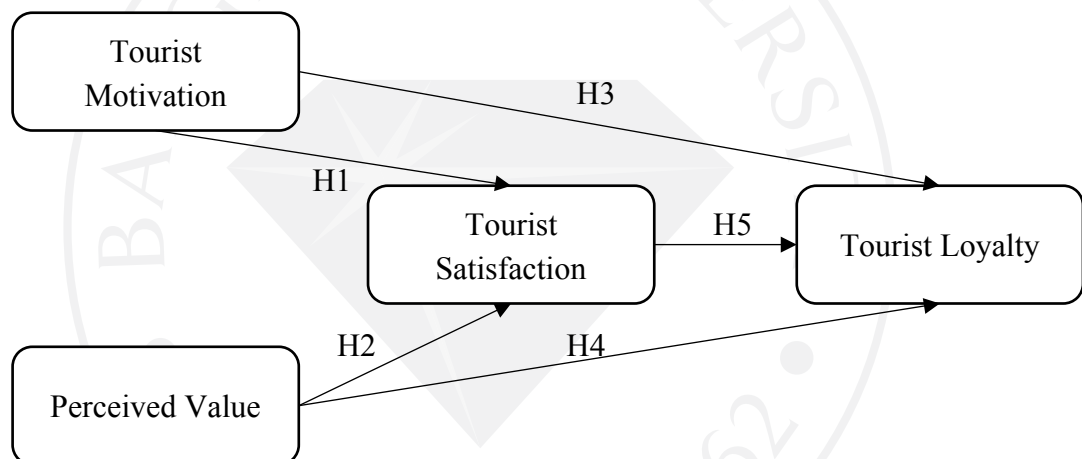


Figure 2.2: A Proposed Research Model

CHAPTER 3

RESEARCH METHODOLOGY

The study is based on three important elements; tourist motivation , perceived value and tourist satisfaction which are set as the independent variables, followed by the dependent variable which is tourist loyalty. This chapter is composed of how this research was done and how the samples were collected. This chapter gives deeper details on population and the tools that were used while conducting the survey. This chapter examines a discussion of research methodology and presents how data are collected and analyzed to ascertain the antecedents of Chinese Fully Independent traveler (F.I.T.) loyalty to Thailand. This chapter is composed of the following sections:

3.1 Research Design

3.2 Population and Sample Selection

3.3 Research Instrument

3.4 Testing Research Instrument

3.5 Data Collection

3.6 Preparation and Data Analysis

3.1 Research Design

This study is a quantitative study of data collection by using questionnaires.

Quantitative methods focus on objective measurement and statistical, mathematical or numerical analysis of data collected through surveys, questionnaires and by means of calculation techniques for processing existing statistical data. Quantitative research aims to collect data and to generalize or explain specific phenomena in the population.

3.2 Population and Sample Selection

Population

The population for this study are defined as Chinese tourists who came to Thailand for travelling of all genders, ages, and all types of occupations as long as they fit into the Chinese Fully Independent traveler (F.I.T.) category. The research methodology consists of distributing a survey to members of target Chinese Fully Independent traveler (F.I.T.) group.

Sample and Sample Size

Using the statistical equation introduced by Taro Yamane (1967) the sample size can be determined by giving 5% for assumption of normal population (error), and giving 95% as the confidence level to apply as a formula in a case where the actual population (finite population) is known. Below is Taro Yamane's formula.

$$n = \frac{N}{1 + N(e)^2}$$

Where n = Sample size

N = Population size

e = Level of precision or Sample of Error (which is +/- 5% for this study)

The researcher determined the sample size by applying the equation proposed by Pongwichai (2009) which is also adapted from Taro Yamane (1967) method of calculation for the suitable and reliable sample size with the specific confidence level of 95% and precision levels = 0.05 which will give a suitable sample size for this

study.
$$n = \frac{1}{\left[\frac{4e^2}{z^2} \right]}$$

Where n = sample size

e = the level of precision (in this study the researcher specified the level of precision = 0.05 at the confidence level of 95 %).

Z = the abscissa of the normal curve that cuts off an area α at the tails.

The value for Z is found in statistical tables which contain the area under the normal curve. $Z = 1.96$ (at the confidence level of 95 %).

Applied the formula

$$n = \frac{1}{\left[\frac{4(0.05)^2}{(1.96)^2} \right]}$$

$n = 385$ customers

In order to serve the purpose of this study, how tourist motivation, perceived

value and tourist satisfaction could affect the loyalty of Chinese Fully Independent traveler (F.I.T.) travelling to Thailand, and since this research type is a quantitative research, the aim was to survey 400 Chinese Fully Independent traveler (F.I.T.) travelling to Thailand.

Sample Selection

According to this study, the researcher decided to use primary data collected through self-administered questionnaires which were distributed to Chinese tourists both at the departure halls of Suvarnabhumi Airport and Don Muang Airport within the duration of ten days. Questionnaires were used to gather information from the samples (Zikmund, 2003). The survey questionnaires were distributed during the third and fourth week of February 2018, at both Suvarnabhumi Airport and Don Muang Airport.

3.3 Research Instrument

The researcher developed the research instrument in the following steps:

3.3.1 Gather information from research books, documents, articles, and journals that relate to the tourist motivation, perceived value, tourist satisfaction and tourist loyalty together with guidance and assistance from an advisor.

3.3.2 Develop a questionnaire from related theories, which are tourist motivation, perceived value, tourist satisfaction and tourist loyalty. The questionnaire in English

version will be translated into Chinese version.

This research used questionnaire, created from related literature reviews, to collect data. The questionnaires were divided into 3 parts:

Part 1: 1 Screening Question about traveling frequency in Thailand

Part 2: 9 Close-ended Response Questions about participant demographic and general information consisting of Gender, Age, Education level, Work situation, Marital status, Income, Purpose, Frequency, and loving degree for travelling in Thailand.

Part 3: 15 Close-ended Response Questions about "Antecedents of Chinese Fully Independent traveler (F.I.T.) Loyalty to Thailand." consisting of

Tourist Motivation	5	Questions
Perceived Value	5	Questions
Tourist Satisfaction	5	Questions

Part 4: 5 Close-ended Response Questions about dependent variable of "Antecedents of Chinese Fully Independent traveler (F.I.T.) Loyalty to Thailand." consist of

Tourist Loyalty	5	Questions
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Part three and four were measured in interval scale by using a five-level Likert Scale to measure the level of agreement.

Strongly Agree	5	points
Agree	4	points

Neutral	3 points
Disagree	2 points
Strongly Disagree	1 points

To get the results, Class Interval formula was used to find the value of the class width.

$$\begin{aligned}
 \text{Class Interval} &= \frac{\text{Highest Value} - \text{Lowest Value}}{\text{number of class you want to have}} \\
 &= \frac{5 - 1}{5} \\
 &= 0.8
 \end{aligned}$$

In the segments that used Interval Scale, the researcher used average measurements as

Between 4.21-5.00 means Chinese Fully Independent traveler (F.I.T.) acceptance level on tourist motivation, perceived value, tourist satisfaction and tourist loyalty are at the level of agree.

Between 3.41-4.20 means Chinese Fully Independent traveler (F.I.T.) acceptance level on tourist motivation, perceived value, tourist satisfaction and tourist loyalty are at level of rather agree.

Between 2.61-3.40 means Chinese Fully Independent traveler (F.I.T.) acceptance level on tourist motivation, perceived value, tourist satisfaction and tourist loyalty are at level of neither agree or disagree.

Between 1.81-2.60 means Chinese Fully Independent traveler (F.I.T.) acceptance level on tourist motivation, perceived value, tourist satisfaction and tourist

loyalty are at level of rather disagree.

Between 1.00-1.80 means Chinese Fully Independent traveler (F.I.T.) acceptance level on tourist motivation, perceived value, tourist satisfaction and tourist loyalty are at the level of disagree.

3.4 Testing Research Instrument

3.4.1 Identify the construct validity of each variable using IOC (Index of Item-Objective Congruence) based on the recommendation of three experts in the field of tourism and research methodology.

3.4.2 Administer 40 pilot test questionnaires and analyze the reliability of each variable in each factor using Cronbach's Alpha Coefficient. Value of Cronbach's Alpha was between $0 \leq \alpha \leq 1$, higher value meant higher reliability and closely related of section. Only items with 0.70 value or higher would be used.

3.5 Data Collection

In this study, the researcher applied non-probability to find the sampling unit. Samaher and Faisal (2015) stated that probability samples were the process of probability sampling which was randomly chosen and non-probability sampling was the probability of specific member of the population which was unknown information for the researchers. The sampling unit was an individual component or group of components point to the selection of the sample stated. The researcher conducted

sampling procedure which was convenience sampling. Convenience sampling, which from people who were convenient or available to answer questions from researchers. The researcher distributed questionnaires to 400 respondents.

3.6 Preparation and Data Analysis

This research used a statistical software for data analysis. Each part of the questionnaire used different tools to analyze the data. The steps were:

1. To classify complete and useable questionnaires.
2. To code classified questionnaires.
3. To save coding questionnaires in the software by using Level of Significance of 0.05.
4. To analyze the data using both descriptive inferential statistic specifically.

All hypotheses would be tested employing Multiple Regression Analysis.

3.7 Content Validity

The researcher used Index of Item - Objective Congruence (IOC) method to calculate the consistency between the objective and content or questions and objective.

$$IOC = \frac{\sum R}{N}$$

Where: IOC = Consistency between the objective and content or questions and objectives.

ΣR = Total assessment points given from all qualified experts.

N = Number of qualified experts.

The consistency index value must have the value of 0.5 or above to be accepted.

There are 3 levels of assessment point as follow:

+1 means the question is certainly consistent with the objective of the questionnaire.

0 means the question is unsure to be consistent with the objective of the questionnaire.

-1 means the question is inconsistent with the objective of the questionnaire.

The consistency index value must have the value of 0.5 or above to be accepted.

Questionnaire had been reviewed by 3 qualified experts in the field of Thai tourism industry, then researcher get the content validity from the questionnaires. The researcher applied this questionnaire to 3 experts in related Thailand tourists' area, and then they reviewed the questions. Researcher get the content validity by the reviewing results. Index of Item - Objective Congruence (IOC) from three experts result showed in Appendix II. The IOC of all the items in questionnaire was 0.8557 which was more than 0.5; and for every item in questionnaires were all higher than 0.5, so it mean that the questions were all acceptable.

CHAPTER 4

DATA ANALYSIS

This research is quantitative research using questionnaires to collect data.

According to this study, the researcher decided to use primary data collected through self-administered questionnaires which were distributed to Chinese tourists both at Suvarnabhumi Airport and Don Muang Airport within the duration of ten days. In order to serve the purpose of this study, how tourist motivation, perceived value and tourist satisfaction could affect Chinese Fully Independent travelers (FIT) travelling to Thailand, and since this research type was a quantitative research, the aim was to survey 400 Chinese Fully Independent traveler (FIT) travelling to Thailand.

The results from the research consisted of 3 parts as follows:

Part 4.1: Reliability Test of Research Instrument

Part 4.2: Demographic analysis

Part 4.3: Hypothesis tests

4.1 Reliability Test of Research Instrument

The researcher collected 40 questionnaires from respondents with similar profiles as the samples and got the summary of reliability test as follows. The results from calculation of Alpha tests were all more than 0.7 (Eisinga, Te Grotenhuis, Pelzer, 2012). It mean that all questions were consistent and reliable to apply as the research instrument for this study.

Table 4.1: The Summary of Reliability

Variables	Alpha (α -test)	N of items
Tourist Motivation	.871	5
Perceived Value	.805	5
Tourist Satisfaction	.846	5
Tourist Loyalty	.837	5

4.2 Demographic Analysis

The following tables were the descriptive analysis of demographic characteristics which were the frequency and percentage distribution of respondent respectively.

Table 4.2: The Analysis of Gender Using Frequency and Percentage

Gender	Frequency	Percent
Male	174	43.5
Female	226	56.5
Total	400	100.0

Table 4.2 showed that the majority (226, 56.5%) were female, and 174

(43.5%) respondents were male.

Table 4.3: The Analysis of Age Using Frequency and Percentage

Age	Frequency	Percent
20 years old or younger	39	9.75
21-30 years old	269	67.25
31-40 years old	52	13.0
More than 40 years old	40	10.0
Total	400	100.0

Table 4.3 showed that the majority (269, 67.25%) were aged between 21-30 years old, then, 52 respondents (13%) were aged between 37-40 years old. And there were 40 respondents (10%) were aged more than 40 years old. Only 39 respondents (9.75%) were aged in 20 years old or younger category.

Table 4.4: The Analysis of Education Level Using Frequency and Percentage

Education level	Frequency	Percent
High School / Vocational School diploma	98	24.5
Bachelor's Degree	175	43.75
Masters' degree	95	23.75
Doctoral Degree	32	8.0
Total	400	100.0

Table 4.4 showed that there were 175 respondents (43.75%) holding a bachelor's degree, and, 98 respondents (24.5%) with high school/vocational school diplomas. There were 95 respondents (23.75%) held a master's degree. Only 32 respondents (8%) held a doctoral degree.

Table 4.5: The Analysis of Work/Employment status Using Frequency and

Percentage		
Work/employment status	Frequency	Percent
Government officer	29	7.2
State enterprise	30	7.5
Employees of private enterprises	63	15.8
Students	172	43.0
Freelance and entrepreneurs	20	5.0
Unemployed	48	12.0
Retired	28	7.0
Others	10	2.5
Total	400	100.0

Table 4.5 showed that 172 respondents (43.0%) were students, and 63 respondents (15.8%) were employees of private enterprises. Forty eight respondents (12%) were unemployed, and 30 respondents (7.5%) were employees of state enterprises. Twenty nine respondents (7.2%) were government officer, and 28 respondents (7%) were retired, followed by 20 respondents (5%) as freelance and entrepreneurs, and 10 respondents (2.5%) as other choice others work status.

Table 4.6: The Analysis of Marital status Using Frequency and Percentage

Marital statuses	Frequency	Percent
Married	133	33.2
Single	254	63.5
Divorced	13	3.3
Total	400	100.0

Table 4.6 showed that the majority (254, 63.5%) were single, and 133 respondents (33.2%) were married, Only 13 respondents (3.3%) were divorced.

Table 4.7: The Analysis of “Who do you come with while traveling in Thailand?”

Using Frequency and Percentage

Who do you come with while traveling in Thailand?	Frequency	Percent
Alone	30	7.5
Friends	88	22.0
Family	208	52.0
Workmate	74	18.5
Total	400	100.0

Table 4.7 showed that the majority (208, 52%) travelled with family while traveling to Thailand. There were 88 respondents (22%) who chose friends to come with while traveling in Thailand. Seventy four respondents (18.5%) chose workmate to come with while traveling in Thailand, and only 30 respondents (7.5%) chose to travel alone in Thailand.

Table 4.8: The Analysis of “What’s your monthly income?” Using Frequency and

Percentage

What’s your monthly income?	Frequency	Percent
25,000 Baht or lower	32	8.0
25,001 to 50,000 Baht	216	54.0
50,001 to 100,000 Baht	113	28.2
More than 100,000 Baht	39	9.8
Total	400	100.0

Table 4.8 showed that the majority (216, 54%) had a monthly income between 25,001 and 50,000 Baht, and 113 respondents (28.2%) were had 50,001 to 100,000 Baht. Thirty nine respondents (9.8%) had more than 100,000 Baht income per month and only 32 respondents (8.5%) had a monthly income of 25,000 Baht or lower.

Table 4.9: The Analysis of “What’s the purpose for your visit to Thailand?” Using

Frequency and Percentage

What’s the purpose for your visit to Thailand?	Frequency	Percent
Business	61	15.3
Visit Friends and Relatives	191	47.8
Vacation	110	27.5
Medical reasons	38	9.5
Total	400	100.0

Table 4.9 showed that the majority (191, 47.8%) traveled to Thailand to visit “visit friends and relatives”. Only 110 respondents (27.5%) visit Thailand for “Vacation”; and 61 respondents (15.3%) visit to Thailand for “business”, and only 38 respondents (9.5%) came to Thailand for medical reasons.

Table 4.10: The Analysis of “How much do you like traveling?” Using Frequency and

Percentage

How much do you like traveling?	Frequency	Percent
Strongly dislike	16	4.0
Dislike	41	10.2
Neither like nor dislike	74	18.5
Like	184	46.0
Strongly like	85	21.3
Total	400	100.0

Table 4.10 showed that the majority (184, 46.0%) liked traveling; 85 respondents (21.3%) strongly liked traveling, and 74 respondents (18.5%) neither like nor dislike traveling, forty one respondents (10.2%) disliked traveling, and only 16 (4%) respondents strongly disliked traveling.

Table 4.11: The Analysis of “How many times have you been to Thailand?” Using

Frequency and Percentage		
How many times have you been to Thailand?	Frequency	Percent
First time	190	47.5
More than once	210	52.5
Total	400	100.0

Table 4.11 showed that the majority (210, 52.5%) had been to Thailand more than once, and only 190 respondents (47.5%) traveled to Thailand for the first time.

Table 4.12: Summary of Mean and Standard Deviation of Tourist Motivation

Tourist Motivation	N	Min	Max	Mean	S.D.	Interpretation
1. I needed to relax mind and body	400	2	5	4.03	.906	Rather agree
2. I wanted to meet new friends / people	400	1	5	3.98	.930	Rather agree
3. I had desire to learn about Thailand's culture and history	400	2	5	4.05	.947	Rather agree
4. I wanted to experiencing new or different lifestyles	400	1	5	4.00	.920	Rather agree
5. I came for work-related reasons.	400	1	5	4.04	.949	Rather agree
Total	400			4.02	0.930	Rather agree

Table 4.12 showed that most respondents on average rather agreed with factors of tourist motivation, which were “I needed to relax mind and body” ($\bar{x}=4.03$, S.D. = 0.906); “I wanted to meet new friends / people” ($\bar{x}=3.98$, S.D. = 0.903); “I had desire to learn about Thailand's culture and history” ($\bar{x}=4.05$, S.D. = 0.947); “I wanted to experiencing new or different lifestyles” ($\bar{x}=4.00$, S.D. = 0.920) and “I came for work-related reasons” ($\bar{x}=4.04$, S.D. = 0.949).

Table 4.13: Summary of Mean and Standard Deviation of Perceived Value

Perceived Value	N	Min	Max	Mean	S.D.	Interpretation
1. Traveling to Thailand gave me joyful feelings.	400	2	5	3.84	.824	Rather agree
2. Traveling to Thailand gave me fantastic tourism experience.	400	2	5	3.85	.862	Rather agree
3. I got good service in Thailand	400	2	5	3.84	.837	Rather agree
4. It is worth spending money on a trip to Thailand	400	2	5	3.89	.877	Rather agree
5. It is worth spending time on a trip in Thailand	400	2	5	3.98	.874	Rather agree
Total	400			3.88	0.855	Rather agree

Table 4.13 showed that the most respondents on average rather agreed with the factor of perceived value, which were “Traveling to Thailand gave me joyful feelings” ($\bar{x}=3.84$, S.D. = 0.824); “Traveling to Thailand gave me fantastic tourism experience” ($\bar{x}=3.85$, S.D. = 0.837); “I got good service in Thailand” ($\bar{x}=3.84$, S.D. = 0.837), and “It is worth spending money on a trip to Thailand” ($\bar{x}=3.89$, S.D. = 0.877) and “It is worth spending time on a trip in Thailand” ($\bar{x}=3.98$, S.D. = 0.874).

Table 4.14: Summary of Mean and Standard Deviation of Tourist Satisfaction

Tourist Satisfaction	N	Min	Max	Mean	S.D.	Interpretation
1. I am satisfied with travelling in Thailand.	400	2	5	3.77	.820	Rather agree
2. I have enjoyed myself while travelling in Thailand.	400	1	5	3.85	1.005	Rather agree
3. I love participating in tourist activities in Thailand.	400	1	5	3.90	.950	Rather agree
4. I feel at home while in Thailand.	400	1	5	3.67	1.017	Rather agree
5. My visit to tourist destinations in Thailand exceeded my expectations.	400	1	5	3.87	.896	Rather agree
Total	400			3.812	0.937	Rather agree

Table 4.14 showed that most respondents on average rather agreed with the factor of tourist satisfaction, which were “I am satisfied with travelling in Thailand” (\bar{x} = 3.77, S.D. = 0.820); “I have enjoyed myself while travelling in Thailand” (\bar{x} = 3.85, S.D. = 1.005); “I love participating in tourist activities in Thailand” (\bar{x} = 3.90, S.D. = 0.950); “I feel at home while in Thailand” (\bar{x} = 3.67, S.D. = 1.017) and “My visit to tourist destinations in Thailand exceeded my expectations” (\bar{x} = 3.87, S.D. = 0.896).

Table 4.15: Summary of Mean and Standard Deviation of Tourist Loyalty

Tourist Loyalty	N	Min	Max	Mean	S.D.	Interpretation
1. I will tell good experiences from travelling in Thailand to other people	400	1	5	3.98	.894	Rather agree
2. I will recommend travelling in Thailand to other people	400	2	5	4.02	.884	Rather agree
3. The pre sales staff is very kind for me	400	1	5	3.85	.883	Rather agree
4. Thailand would be my first choice for a vacation in the future.	400	2	5	3.84	.817	Rather agree
5. Thailand provides more benefits in terms of tourism experience than other destinations in South East Asia.	400	2	5	4.00	.839	Rather agree
Total	400			3.94	0.86	Rather agree

Table 4.15 showed that most respondents on average rather agreed with the factor of tourist loyalty, which were “I will tell good experiences from travelling in Thailand to other people” ($\bar{x}=3.98$, S.D. = 0.894); “I will recommend travelling in Thailand to other people” ($\bar{x}=4.02$, S.D. = 0.884); “The pre sales staff is very kind for me” ($\bar{x}=3.85$, S.D. = 0.883); “Thailand would be my first choice for a vacation in the future” ($\bar{x}=3.84$, S.D. = 0.817) and “Thailand provides more benefits in terms of tourism experience than other destinations in South East Asia” ($\bar{x}=4.00$, S.D. = 0.839).

4.3 Hypothesis test

Table 4.16: Model Summary for Multiple Regression Analysis (For Hypothesis 1 and Hypothesis 2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.833 ^a	.694	.693	.41017	2.131

a. Predictors: (Constant), MEAN of Perceived Value, MEAN of Tourist Motivation
b. Dependent Variable: MEAN of Tourist Satisfaction

Table 4.16 showed that the R value represented the simple correlation ($R = 0.833$), which indicated a high degree of correlation. The R^2 value indicated how much of the total variation in the dependent variable of tourist satisfaction (MEAN of Tourist Satisfaction) could be explained by the independent variable of tourist motivation, and perceived value. Specifically, 69.3% could be explained, which was at the medium level.

Table 4.17: ANOVA for Multiple Regression Analysis (For Hypothesis 1 and Hypothesis 2)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	151.620	2	75.810	450.603	.000 ^a
	Residual	66.792	397	.168		
	Total	218.412	399			

a. Predictors: (Constant), MEAN of Perceived Value, MEAN of Tourist Motivation
b. Dependent Variable: MEAN of Tourist Satisfaction

Table 4.17 indicated that the regression model predicted the dependent variable

of tourist satisfaction (MEAN of Tourist Satisfaction) significantly well. This indicated the statistical significance of the regression model that was run. Here, $p = 0.000$, which is less than 0.05, and indicated that, overall, the regression model statistically significantly predicted the outcome variable.

Table 4.18: Coefficients of Multiple Regression Analysis (For Hypothesis 1 and Hypothesis 2)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.196	.126		1.549	.122		
Tourist Motivation	.495	.049	.506	10.057	.000	.304	3.288
Perceived Value	.419	.058	.363	7.209	.000	.304	3.288

a. Dependent Variable: Tourist Satisfaction

For tourist motivation factor, the significance of Tourist Motivation = .000 whose p -values $< .05$, therefore we could reject H_0 that Chinese Fully Independent Tourists' tourist motivation did not positively influence their satisfaction with Thailand and accepted H_a that Chinese Fully Independent Tourists' tourist motivation did positively influence their satisfaction with Thailand.

Therefore, Hypothesis 1:

Reject H_{1_0} : The Chinese Fully Independent Tourists' motivation does not positively influence their satisfaction to Thailand.

Accept H_{1_a} : The Chinese Fully Independent Tourists' motivation does positively

influence their satisfaction to Thailand.

For perceived value factor, the significance of Perceived Value = .000 whose p-values < .05, therefore we could reject H_0 that Chinese Fully Independent Tourists' perceived value did not positively influence their satisfaction with Thailand and accepted H_a that Chinese Fully Independent Tourists' perceived value did positively influence their satisfaction with Thailand.

Therefore, Hypothesis 2:

Reject H_{2_0} : The Chinese Fully Independent Tourists' perceived value does not positively influence their satisfaction to Thailand.

Accept H_{2_a} : The Chinese Fully Independent Tourists' perceived value does positively influence their satisfaction to Thailand.

Table 4.19: Summary of Hypothesis 1 and Hypothesis 2

	B	S.D.	Beta	t	p	Tolerance	VIF
(Constant)	.196	.126		1.549	.122		
Tourist Motivation	.495	.049	.506	10.057	.000	.304	3.288
Perceived Value	.419	.058	.363	7.209	.000	.304	3.288

a. Dependent Variable: Tourist Satisfaction

$r^2 = 0.694$, adj. $r^2 = 0.693$, $F = 450.603$, $p = 0.000$, Durbin Watson = 2.131, * $p < .01$

The checking of the basic assumption in terms of static error of predicting variable and dependent variable were independent according to the basic assumption

(Durbin Watson = 1.5-2.5, Vanichabuncha, 2011) and the test of basic assumption in multicollinearity found that all 2 independent variables had no multicollinearity (Tolerance >0.1, VIF < 10 Hair, et al, 2006). The Chinese Fully Independent Tourists' tourist motivation and perceived value were statistically significant predictors of their satisfaction to Thailand ($r = 0.833$, $F = 450.603$, $p = 0.000$). Adjusted predictor coefficient ($\text{adj.}r^2$) was 0.693. It could be said that the Chinese Fully Independent Tourists' tourist motivation and perceived value could explain 69.3% in the variation of their satisfaction to Thailand. Tourist motivation significantly affected their satisfaction to Thailand ($t = 10.057$, $p = 0.000$). Perceived value significantly affected their satisfaction to Thailand ($t = 7.209$, $p = 0.000$). The forecast equation was as follows:

$$\text{Tourist satisfaction} = 0.196^{\text{NS}} + 0.495^* (\text{Tourists motivation}) + 0.419^*$$

(Perceived value)

NS = Not Significant, * = Significant

This meant that for an increase of one unit in tourist's motivation, there would be an increase in tourist satisfaction of 0.495 point. For an increase in perceived value one point, there will be an increase in tourist satisfaction of 0.419 point.

Table 4.20: Model Summary for Multiple Regression Analysis (For Hypothesis 3, Hypothesis 4 and Hypothesis 5)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.848 ^a	.718	.716	.35904	2.330

a. Predictors: (Constant), MEAN of tourists motivation, MEAN of perceived value, MEAN of tourists satisfaction
b. Dependent Variable: MEAN of tourists loyalty

Table 4.20 showed that the R value confirmed the correlation ($R = 0.848$), which indicated a high degree of correlation. The R^2 value indicated how much of the total variation in the dependent variable of tourist loyalty (MEAN of tourist loyalty) could be explained by the independent variable of tourist motivation, perceived value, and tourist satisfaction. Specifically, 71.6% could be explained, which was at the medium level.

Table 4.21: ANOVA for Multiple Regression Analysis (For Hypothesis 3, Hypothesis 4 and Hypothesis 5)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	130.247	3	43.416	336.786	.000 ^a
	Residual	51.049	396	.129		
	Total	181.296	399			

a. Predictors: (Constant), MEAN of tourists motivation, MEAN of perceived value, MEAN of tourists satisfaction
b. Dependent Variable: MEAN of tourists loyalty

Table 4.21 indicated that the regression model predicted the dependent variable of tourist loyalty (MEAN of tourist loyalty) significantly well. This indicated the statistical significance of the regression model that was run. Here, $p = 0.000$, which

was less than 0.05, and indicated that, overall, the regression model statistically significantly predicted the outcome variable.

Table 4.22: Coefficients of Multiple Regression Analysis (For Hypothesis 3, Hypothesis 4 and Hypothesis 5)

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1 (Constant)	1.079	.111			9.722	.000		
Tourist Motivation	.729	.048	.818		15.098	.000	.242	4.126
Perceived Value	.262	.054	.249		4.841	.000	.269	3.719
Tourist Satisfaction	.248	.044	.272		5.639	.000	.306	3.270

a. Dependent Variable: Tourists Loyalty

For tourist motivation factor, the significance of Tourist Motivation = .000 whose p-values < .05, therefore we could reject H_0 that Chinese Fully Independent Tourists' tourist motivation did not positively influence their loyalty with Thailand and accepted H_a that Chinese Fully Independent Tourists' tourist motivation did positively influence their loyalty with Thailand.

Therefore, Hypothesis 3:

Reject H_{3_0} : The Chinese Fully Independent Tourists' motivation does not positively influence their loyalty to Thailand.

Accept H_{3_a} : The Chinese Fully Independent Tourists' motivation does positively influence their loyalty to Thailand.

For perceived value factor, the significance of Perceived Value = .000 whose p-values < .05, therefore we could reject H_0 that Chinese Fully Independent Tourists' perceived value did not positively influence their loyalty with Thailand and accepted H_a that Chinese Fully Independent Tourists' perceived value did positively influence their loyalty with Thailand.

Therefore, Hypothesis 4:

Reject H_{4_0} : The Chinese Fully Independent Tourists' perceived value does not positively influence their loyalty to Thailand.

Accept H_{4_a} : The Chinese Fully Independent Tourists' perceived value does positively influence their loyalty to Thailand.

For tourist satisfaction factor, the significance of Tourist Satisfaction = .000 whose p-values < .05, therefore we could reject H_0 that Chinese Fully Independent Tourists' tourist satisfaction did not positively influence their loyalty with Thailand and accepted H_a that Chinese Fully Independent Tourists' tourist satisfaction did positively influence their loyalty with Thailand.

Therefore, Hypothesis 5:

Reject H_{5_0} : The Chinese Fully Independent Tourists' satisfaction does not positively influence their loyalty to Thailand.

Accept H_{5_a} : The Chinese Fully Independent Tourists' satisfaction does positively influence their loyalty to Thailand.

Table 4.23: Summary of Hypothesis 3, Hypothesis 4 and Hypothesis 5

	B	S.D.	Beta	t	p	Tolerance	VIF
(Constant)	1.079	.111		9.722	.000		
Tourist Motivation	.729	.048	.818	15.098	.000	.242	4.126
Perceived Value	.262	.054	.249	4.841	.000	.269	3.719
Tourist Satisfaction	.248	.044	.272	5.639	.000	.306	3.270

a. Dependent Variable: Tourist loyalty

$r^2 = 0.718$, adj. $r^2 = 0.716$, $F = 336.786$, $p = 0.000$, Durbin Watson = 2.330, * $p < .01$

The checking of the basic assumption in terms of static error of predicting variable and dependent variable were independent according to the basic assumption (Durbin Watson = 1.5-2.5, Vanichabuncha, 2011) and the test of basic assumption in multicollinearity found that all 3 independent variables had no multicollinearity (Tolerance > 0.1 , VIF < 10 Hair, et al, 2006). The Chinese Fully Independent Tourists' tourist motivation, perceived value and tourist satisfaction were statistically significant predictors of their loyalty to Thailand ($r = 0.848$, $F = 336.786$, $p = 0.000$). Adjusted predictor coefficient (adj. r^2) was 0.716. It could be said that The Chinese Fully Independent Tourists' tourist motivation, perceived value and tourist satisfaction could explain variation of their loyalty to Thailand at 71.6%. The variable of tourist motivation significantly affected their loyalty to Thailand ($t = 15.098$, $p = 0.000$). The variable of perceived value significantly affected their loyalty to Thailand ($t = 4.841$, $p = 0.000$). The variable of tourist satisfaction statistically affected their loyalty to Thailand ($t = 5.639$, $p = 0.000$).

The forecast equation was as follows:

$$\text{Tourist loyalty} = 1.079^{\text{NS}} + 0.729^* (\text{Tourists motivation}) + 0.262^* (\text{Perceived value}) + 0.248 (\text{Tourists satisfaction})$$

NS = Not Significant, * = Significant

This meant that for an increase of one unit in tourists' motivation, there would be an increase in tourist loyalty of 0.729 point. For an increase in perceived value of one point, there would be an increase in tourist loyalty of 0.262 point. Additionally for an increase in tourists' satisfaction of one point, there would be an increase in tourist loyalty of 0.248 point.

Table 4.24: Summary of Hypothesis Testing

Hypothesis Number	Hypothesis	Result
H1	The Chinese Fully Independent Tourists' motivation does positively influence their satisfaction with Thailand.	Accepted
H2	The Chinese Fully Independent Tourists' Perceived value does positively influence their satisfaction with Thailand	Accepted
H3	The Chinese Fully Independent Tourists' motivation does positively influence their loyalty to Thailand	Accepted
H4	The Chinese Fully Independent Tourists' Perceived value does positively influence their loyalty to Thailand	Accepted
H5	Chinese Fully Independent Tourists' satisfaction does positively influence their loyalty to Thailand	Accepted

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

In this chapter, the researcher summarized all important aspects for this research study. As well as discussions relating to the results from the research study. The study of “The Effects of Motivation and Perceived Value on Tourist Satisfaction and Loyalty: A Case of Chinese F.I.T. Tourists to Thailand” was a survey research which should benefit business owners, managers and staffs in the tourism industry.

In order to serve the purpose of this study, how tourist motivation, perceived value and tourist satisfaction could affect the loyalty of Chinese Fully Independent traveler (FIT) travelling to Thailand was explored since this research type was a quantitative research, 400 Chinese Fully Independent travelers (FIT) travelling to Thailand were surveyed. According to this study, the researcher used primary data collected through self-administered questionnaires which were distributed to Chinese tourists both at Suvarnabhumi Airport and Don Muang Airport during the third and fourth week of February 2018.

5.2 Conclusion

The researcher got the conclusion for descriptive analysis from chapter 4, which showed that the majority of the respondents (210, 52.5%) had been to Thailand more than

once. Most of them were female (226, 56.5%), and 269 respondents (67.3%) were aged between 21-30 years old. One hundred and seventy five respondents (43.8%) held a bachelor's degree with 172 respondents (43.0%) being a student. The majority (254, 63.5%) were single and 208 (52%) respondents chose family to travel with while traveling in Thailand, and most respondents (216, 54%) their income between 25,001 and 50,000 Baht. Most respondents (191, 47.8%) traveled to Thailand to “visit friends and relatives”, and 184 respondents (21.3%) liked traveling.

The researcher got conclusions as follows:

1. Accepting H1_a: The Chinese Fully Independent Tourists' tourist motivation does positively influence their satisfaction to Thailand.

2. Accepting H2_a: The Chinese Fully Independent Tourists' perceived value does positively influence their satisfaction to Thailand.

$$\text{Tourist satisfaction} = 0.196 + 0.495 (\text{Tourists motivation}) + 0.419 (\text{Perceived value})$$

3. Accepting H3_a: The Chinese Fully Independent Tourists' tourist motivation does positively influence their loyalty to Thailand.

4. Accepting H4_a: The Chinese Fully Independent Tourists' perceived value does positively influence their loyalty to Thailand.

5. Accepting H5_a: The Chinese Fully Independent Tourists' tourist satisfaction does positively influence their loyalty to Thailand.

$$\text{Tourist loyalty} = 1.079 + 0.729 (\text{Tourists motivation}) + 0.262 (\text{Perceived value}) + 0.248 (\text{Tourists satisfaction})$$

5.3 Discussions

This study evaluated the determinants of Chinese FIT tourists' loyalty to Thailand including motivation, perceived value, satisfaction, and loyalty. According to the findings of this research, the following remarks could be made. The results showed that the tourist motivation of Chinese FIT could significantly influence towards tourist satisfaction in Thailand. Empirical studies suggested that tourist satisfaction was significantly influenced by motivation (Lee, 2009). Chang et al., (2006) discussed the relationship between the activities of salesmen, tourists' shopping motivation and tourists' satisfaction by taking tourists in Taiwan as the research objects. In their study, Chinese FIT tourists in Thailand were motivated by the natural Thailand travel sources, and when they travelled in Thailand, they were satisfied with the natural environment.

In this research, the perceived value of Chinese FIT could significantly influence tourist satisfaction in Thailand, which was similar to other studies. This finding confirmed the previous studies conducted by Pandža Bajš, 2013. Pandža Bajš (2013) found that tourists' perceived value directly affects their satisfaction, while satisfaction had a direct impact on their future behavioral intentions towards the destination. The

positive effect of perceived value on satisfaction was also supported by Chen (2008). The tourist value that Chinese tourist could perceived, would make them enjoy the entire vacation in Thailand and enhanced their satisfaction.

Tourist motivation of Chinese FIT in Thailand could significantly influence tourist loyalty. The past study conducted by Chin and Qu (2008) found that tourist's motivation driven by tourism destination could produce repeat visits, which represented loyalty of tourists. Tourists could be attracted by the same motivations for repeating visits in Thailand, so that Chinese FIT tourists would be loyal.

In this research, perceived value of Chinese FIT in Thailand could significantly influence tourist loyalty. Chen, and Tsai, (2007) found that the perceived value had a positive effect on the loyalty of tourist. Another study carried in China on Mainland Chinese outbound tourists revealed that destination loyalty was positively and strongly affected by perceived value (Yang, Liu, Jing, & Li, 2014). The perceived value that Thailand could provide to Chinese tourists, could attract them to repeat their visits to Thailand, and made them become loyal to Thailand.

The results of this study validated the research hypothesis that tourist satisfaction was one contributing factor to destination loyalty intention. Satisfaction was found to have an influence on loyalty of Chinese FIT tourists who visited Thailand. This meant that Thailand had been accepted as recognizable tourist destinations. The study of Weisheng and Shiheng (2016) the showed that the social bonding and satisfaction significantly predicted tourists' loyalty. The findings explained that tourists' motivation

would increase the level of Chinese FIT tourist's satisfaction and their loyalty. Seeking for new things was one of the significant motivations of modern people. People liked to explore experiences they could not find in their daily lives, which could be challenging, exotic, calm and quiet. Novelty at destinations in Thailand offered an excitement to tourists who sought new things and one visit was not enough for them. Thus, they would need to come back to explore more.

5.4 Implications

To attract and increase the number of visits by Chinese tourists, the Thai tourism coordinator must take into account the satisfaction of Chinese tourists who use their products and services. In addition, the Thai Tourism Coordinator should give due consideration to the perceived value of tourists as an important factor in predicting satisfaction. From a pragmatic point of view, local authorities and the Thai Tourism Coordinator should look at different aspects of perceived value, including functional, emotional and social values, to create a positive impression among Chinese tourists. On the other hand, local communities and the Thai Tourism Coordinator must work tirelessly to create new memorable experiences for visitors and build good relationships and interactions with visitors. In this way, they can increase visitor satisfaction, thus encouraging Chinese tourists to come back and recommend to their friends.

The implications on tourism operators' loyalty to tourism is as follows. In order to enhance the attractiveness of the Thai tourism industry, local governments should

implement tourism marketing strategies to attract Chinese tourists to Thailand. Visitors can recommend Thailand as a tourist destination to others, depending on their attractiveness.

In order to encourage Chinese tourists to visit Thailand, the Thai authorities should try to convey to them the message that they can come to Thailand to relax. Chinese tourists should be able to meet new people / new friends. They should be informed about Thai culture and history, as well as new experiences or different lifestyles. In order to enhance the perceived value of Chinese tourists, we should provide them with a pleasurable experience, a wonderful travel experience and a quality service. In order to satisfy Chinese tourists when they travel to Thailand, tourism activities must actively participate and create a sense of enthusiasm. Thailand will do everything in its power to make Thailand the first choice to retain Chinese tourists in the future. In terms of tourism experience, Thailand should also offer more benefits than other destinations in Southeast Asia.

5.5 Limitations

Although the results of this study help to understand the determinants of satisfaction and loyalty of Chinese tourists in Thailand, the study still has some limitations. First, the researchers applied a convenient sampling method, so the results may not represent all Chinese tourists. Future research might try to collect samples with more Chinese tourist data to summarize the results. Secondly, this study only uses structuring problems. To

better understand the deeper personal experience of Chinese tourists in Thailand, future research may use qualitative methods or hybrid methods to study the subtle shadows of tourist perception. Finally, current research focuses only on variables such as motivation, perceived value, satisfaction and loyalty. To better understand the determinants of tourist loyalty, variables such as attachment to location, perceived risk, or personal participation should be considered in future research.

5.6 Recommendation

Due to the growing number of Chinese outbound tourists and lavish expenditures during their trips, a better understanding of Chinese FIT tourists' satisfaction and loyalty is critical for the Thailand Government, the Thailand Tourism Organization and tourism operators. The present study can contribute to the knowledge of Chinese FIT tourists in Thailand and provide insightful implications for the Thailand tourism industry. Satisfaction also plays a critical role in building loyalty. Thus, the Thailand tourism industry must understand and satisfy the demands of Chinese tourists. For example, regular satisfaction surveys at the airports or popular tourist sites should be conducted for Chinese tourists. Once they are satisfied, they are more likely to revisit or advocate Thailand as a tourist destination. Tourism marketers should develop various actions to promote the strengths of Thailand as favorite tourist destination.

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Master of Arts Program

Survey Questionnaire

“Antecedents of Chinese Fully Independent Travelers’(FIT) Loyalty to Thailand”

My name is Yang Mengjiao. I am a HTIM (Hospitality and Tourism Industry Management) student of MA program at Bangkok University. I am doing the research on “Antecedents of Chinese Fully Independent Travelers’(FIT) Loyalty to Thailand”.

This questionnaire is part of a thesis conducted for the requirement of a Master’s degree in Arts of University of Bangkok University, the information acquired from this questionnaire will be confidentially kept and used for academic purpose only.

Thank you for taking the time to fill in this questionnaire.

Part I. Travelling times

How many times have you been to Thailand?

First time

More than once

Part II. Demographic Information

1. Gender?

Male

Female

2. Age?

20 years old or younger

21-30 years old

31-40 years old

More

than 40 years old

3. Education level?

High School / Vocational School

Bachelor's Degree

Master's Degree

Doctoral Degree

4. Work/employment status:

Government officer

State enterprise

Employees of private enterprises Students

Freelance and entrepreneurs Unemployed Retired

Others (please specify) _____

5. Marital statuses

Married

Single

Divorced

6. Who do you come with while traveling in Thailand?

Alone

Friends

Family

Workmate

7. What's your monthly income?

25,000 Baht or lower

25,001 to 50,000 Baht

50,001 to 100,000 Baht

More than 100,000 Baht

8. What's the purpose for your visit to Thailand?

Business

Visit Friends and Relatives

Vacation

Medical

reasons

9. How much do you like traveling?

- Strongly dislike
 dislike
 Neither like nor dislike
 like
 Strongly like

Part III. Measuring Independent Variables

Please answer the following questions by mark “√” in the space given below and do kindly answer truthfully and complete all questions.

1 =Strongly Disagree

2 = Disagree

3 = Neither like nor dislike

4 = Agree

5 =Strongly Agree

	Strongly Disagree	Slightly Disagree	Neither like nor dislike	Slightly Agree	Strongly Agree
Tourist Motivation					
1. I needed to relax mind and body	1	2	3	4	5
2. I wanted to meet new friends / people	1	2	3	4	5
3. I had desire to learn about Thailand's culture and history	1	2	3	4	5

4. I wanted to experiencing new or different lifestyles	1	2	3	4	5
5. I came for work-related reasons.	1	2	3	4	5
Perceived Value					
1. Traveling to Thailand gave me joyful feelings.	1	2	3	4	5
2. Traveling to Thailand gave me fantastic tourism experience.	1	2	3	4	5
3. I got good service in Thailand					
4. It is worth spending money on a trip to Thailand	1	2	3	4	5
5. It is worth spending time on a trip in Thailand	1	2	3	4	5
Tourist Satisfaction					
1. I am satisfied with travelling in Thailand.	1	2	3	4	5
2. I have enjoyed myself while travelling in Thailand.	1	2	3	4	5
3. I love participating in tourist activities in Thailand.	1	2	3	4	5
4. I feel at home while in Thailand.	1	2	3	4	5
5. My visit to tourist destinations in Thailand exceeded my expectations.	1	2	3	4	5

Part IV. Measuring dependent Variables

Please answer the following questions by mark “√” in the space given below and do kindly answer truthfully and complete all questions.

1 =Strongly Disagree

2 =Slightly Disagree

3 = Neither like nor dislike

4 =Slightly Agree

5 =Strongly Agree

Tourist Loyalty	Strongly Disagree	Slightly Disagree	Neither like nor dislike	Slightly Agree	Strongly Agree
1. I will tell good experiences from travelling in Thailand to other people	1	2	3	4	5
2. I will recommend travelling in Thailand to other people	1	2	3	4	5

3. I will revisit Thailand and participate in tourist activities in Thailand in the future	1	2	3	4	5
4. Thailand would be my first choice for a vacation in the future.	1	2	3	4	5
5. Thailand provides more benefits in terms of tourism experience than other destinations in South East Asia.	1	2	3	4	5

End of questions

***** Thank you very much *****

第一部分 旅游选择

当您在泰国旅游时，您选择？

- 自助游 旅行团

第二部分 人口统计信息

1. 性别？

- 男 女

2. 年纪？

- 低于 20 21-30 31-40 高于 40

3. 教育水平？

- 低于本科 本科 研究生 博士

4. 工作：

- 政府机构 国营企业 私营企业的员工 学生

- 自由职业 未就职 退休

5. 婚姻状况

- 已婚 单身 离婚

6. 您和谁一起来泰国旅游?

- 自己 朋友 夫妻 旅游团

7. 您的月收入?

- 低于 25,000 泰铢 25,001 至 50,000 泰铢
 50,001 至 100,000 泰铢 多于 100,000 泰铢

8. 到泰国的目的

- 商务 探亲 度假 医美

9. 至泰国的次数?

- 第一次 不超过 5 次 5 到 10 次 超过 10 次

10. 你对旅游的喜爱程度?

非常不喜欢 不喜欢 中立 喜欢 非常喜欢

第三部分 测量独立变量

请在 () 选择您的想法

(1 = 非常不同意, 2 = 不同意, 3 = 中立, 4 = 同意 5 = 非常同意)

	非常不同意	不同意	中立	同意	非常同意
旅游动机					
1.我需要放松身心	1	2	3	4	5
2.我想结识新朋友/新朋友	1	2	3	4	5
3.我渴望了解泰国的文化和历史	1	2	3	4	5
4.我想体验新的或不同的生活方式	1	2	3	4	5
5.我因工作原因而来。	1	2	3	4	5
感知价值					
1.去泰国旅行给我带来快乐的感觉。	1	2	3	4	5
2.去泰国旅行给了我很棒旅游经历。	1	2	3	4	5
3.我在泰国得到了很好的服务					
4.值得花钱去泰国旅行	1	2	3	4	5
5.值得花时间在泰国旅行	1	2	3	4	5
游客满意度					
1.我对在泰国旅行感到满意。	1	2	3	4	5

2.我在泰国旅行时很开心。	1	2	3	4	5
3.我喜欢参加泰国的旅游活动。	1	2	3	4	5
4.在泰国时，我有宾至如归的感觉。	1	2	3	4	5
5.我对泰国旅游胜地的访问超出了我的期望。	1	2	3	4	5

第四部分 测量因变量

请在 () 选择您的想法

(1 = 非常不同意, 2 = 不同意, 3 = 中立, 4 = 同意 5 = 非常同意)

旅游忠诚度	非常不同意	不同意	中立	同意	非常同意
1. 我将告诉您从泰国旅行到其他人的良好经历	1	2	3	4	5
2. 我建议其他人在泰国旅行	1	2	3	4	5
3. 我将再次访问泰国，并在将来参加泰国的旅游活动	1	2	3	4	5
4. 泰国将是我将来度假的首选。	1	2	3	4	5
5. 在旅游经验方面，泰国比东南亚其他目的地提供更多的益处。	1	2	3	4	5

***** 非常感谢 *****



BIODATA

Name-Surname: Yang Mengjiao

Address: 4288/1198, Aspire, Floor 19, Rama 4, Phangkanong Klongtei Bangkok,
Thailand

Contract Number: 0958062692

E-mail: 1141356595@qq.com

Educational Background: Yunnan Normal Univesity \ Tourism management (2010-
2012)

Suan Sunandha Rajabhat University \ Tourism Industry
(2012-2014)

Bangkok Univesity \ Hospitality and Tourism Industry
(2016-2019)

Work Experience: I worked as a operator in the travel agency (2015-2016)

I work as a translator in a hospital (2017-2019)

มหาวิทยาลัยกรุงเทพ

ขอตกลงว่าด้วยการอนุญาตให้ใช้สิทธิในวิทยานิพนธ์/สารนิพนธ์

วันที่ 10 เดือน 01 พ.ศ. 2020

ข้าพเจ้า (นาย/นาง/นางสาว) YANG MEAGJIAO อยู่บ้านเลขที่ 4288/1198

ชอย Aspire ถนน Rama IV ตำบล/แขวง phra khanong

อำเภอ/เขต khlong Toei จังหวัด Bangkok รหัสไปรษณีย์ 10110

เป็นนักศึกษาของมหาวิทยาลัยกรุงเทพ รหัสประจำตัว 7580500531

ระดับปริญญา ตรี โท เอก

หลักสูตร ศิลปศาสตรมหาบัณฑิต สาขาวิชา การจัดการอุตสาหกรรมบริการและการท่องเที่ยว

คณะ มนุษยศาสตร์และการจัดการการท่องเที่ยว ซึ่งต่อไปนี้เรียกว่า “ผู้อนุญาตให้ใช้สิทธิ” ฝ่ายหนึ่ง และ

มหาวิทยาลัยกรุงเทพ ตั้งอยู่เลขที่ 119 ถนนพระราม 4 แขวงพระโขนง เขตคลองเตย

กรุงเทพมหานคร 10110 ซึ่งต่อไปนี้เรียกว่า “ผู้ได้รับอนุญาตให้ใช้สิทธิ” อีกฝ่ายหนึ่ง

ผู้อนุญาตให้ใช้สิทธิ และ ผู้ได้รับอนุญาตให้ใช้สิทธิ ตกลงทำสัญญากันโดยมีข้อความดังต่อไปนี้

ข้อ 1. ผู้อนุญาตให้ใช้สิทธิขอรับรองว่าเป็นผู้สร้างสรรค์และเป็นผู้มีสิทธิแต่เพียงผู้เดียวในงานสารนิพนธ์/วิทยานิพนธ์หัวข้อ The Effects of Motivation and Perceived Value on Tourist Satisfaction and Loyalty: A Case of Chinese F.I.T. Tourists to Thailand

ซึ่งถือเป็นส่วนหนึ่งของการศึกษาตามหลักสูตร ศิลปศาสตรมหาบัณฑิต ของมหาวิทยาลัยกรุงเทพ (ต่อไปนี้เรียกว่า “สารนิพนธ์/วิทยานิพนธ์”)

ข้อ 2. ผู้อนุญาตให้ใช้สิทธิตกลงยินยอมให้ผู้ได้รับอนุญาตให้ใช้สิทธิโดยปราศจากค่าตอบแทนและไม่มีกำหนดระยะเวลาในการนำสารนิพนธ์/วิทยานิพนธ์ ซึ่งรวมถึงแต่ไม่จำกัดเพียงการทำซ้ำ ดัดแปลง เผยแพร่ ต่อสาธารณชน ให้เช่าต้นฉบับหรือสำเนา งานให้ประโยชน์อันเกิดจากลิขสิทธิ์แก่ผู้อื่น อนุญาตให้ผู้อื่นใช้สิทธิโดยจะกำหนดเงื่อนไขอย่างหนึ่งอย่างใดด้วยหรือไม่ก็ได้ ไม่ว่าทั้งหมดหรือเพียงบางส่วน หรือการกระทำอื่นใดในลักษณะทำนองเดียวกัน

ข้อ 3. หากกรณีมีข้อขัดแย้งในปัญหาสิทธิในสารนิพนธ์/วิทยานิพนธ์ระหว่างผู้อนุญาตให้ใช้สิทธิกับบุคคลภายนอกก็ดี หรือระหว่างผู้ได้รับอนุญาตให้ใช้สิทธิกับบุคคลภายนอกก็ดี หรือมีเหตุขัดข้องอื่น ๆ เกี่ยวกับลิขสิทธิ์ อันเป็นเหตุให้ผู้ได้รับอนุญาตให้ใช้สิทธิไม่สามารถนำงานนั้นออกทำซ้ำ เผยแพร่ หรือโฆษณาได้ ผู้อนุญาตให้ใช้สิทธิยินยอมรับผิดชอบและชดเชยค่าเสียหายแก่ผู้ได้รับอนุญาตให้ใช้สิทธิในความเสียหายต่าง ๆ ที่เกิดขึ้นแก่ผู้ได้รับอนุญาตให้ใช้สิทธิทั้งสิ้น

สัญญาฯนี้ทำขึ้นสองฉบับ มีข้อความเป็นอย่างเดียวกัน คู่สัญญาได้อ่านและเข้าใจข้อความในสัญญาฯนี้โดย
ละเอียดแล้ว จึงได้ลงลายมือชื่อให้ไว้เป็นสำคัญต่อหน้าพยาน และเก็บรักษาไว้ฝ่ายละฉบับ

ลงชื่อ.....ผู้อนุญาตให้ใช้สิทธิ
(.....)

ลงชื่อ.....ผู้ได้รับอนุญาตให้ใช้สิทธิ
(อาจารย์อภิญญา จุลพิสิฐ)
ผู้อำนวยการสำนักหอสมุดและพื้นที่การเรียนรู้

ลงชื่อ.....พยาน
(ดร.สุชาดา เจริญพันธุ์ศิริกุล)
คณบดีบัณฑิตวิทยาลัย

ลงชื่อ.....พยาน
(ดร.ชุติน แก้วนพรัตน์)
ผู้อำนวยการหลักสูตร/ ผู้รับผิดชอบหลักสูตร