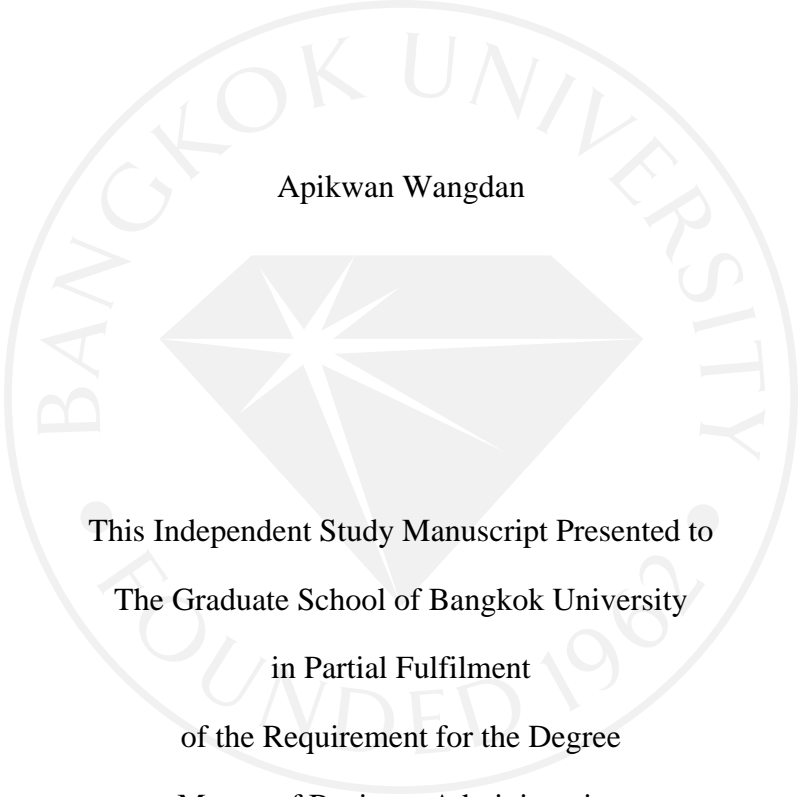


A STUDY OF FACTORS THAT INFLUENCE TO TOURIST'S INTENTION
TO CHOOSE NON – FRANCHISE HOTELS IN SAMUI ISLAND



A STUDY OF FACTORS THAT INFLUENCE TO TOURIST'S INTENTION
TO CHOOSE NON – FRANCHISE HOTELS IN SAMUI ISLAND

Apikwan Wangdan



This Independent Study Manuscript Presented to
The Graduate School of Bangkok University
in Partial Fulfilment
of the Requirement for the Degree
Master of Business Administration

2016



©2016

Apikwan Wangdan

All Rights Reserved

**This Independent Study has been approved by
the Graduate School
Bangkok University**

**Title: A STUDY OF FACTORS THAT INFLUENCE TO TOURIST'S INTENTION
TO CHOOSE NON - FRANCHISE HOTELS IN SAMUI ISLAND**

Author: Miss Apikwan Wangdan

Independent Study Committee:

Advisor


(Dr. Ithi Tontyaporn)

Field Specialist


(Dr. Paul TJ James)


(Dr. Sansanee Thebpanya)

Dean of the Graduate School

April 2, 2016

Apikwan, W. M.B.A., April 2016, Graduate School, Bangkok University.

A Study of Factors that influence to Tourist's Intention to choose Non – Franchise Hotel in Samui Island (95 pp.)

Advisor: Ithi Tontyaporn, D.B.A.

ABSTRACT

The objective research were (1) Study the influence of perceived price to customer decision making to choose non – franchising hotel in Samui Island. (2) Study the influence of personality trait (openness) to customer decision making to choose non – franchising hotel in Samui Island. (3) Study the influence of word of mouth to customer decision making to choose non – franchising hotel in Samui Island. (4) Study the influence of perceived satisfaction of service quality to customer decision making to choose non – franchising hotel in Samui Island.

The variable in this research consisted of the following behaviour intention as the dependent variable. And in term of perceived price, personality trait (openness), word of mouth, and perceived satisfaction of service quality as the independent variable.

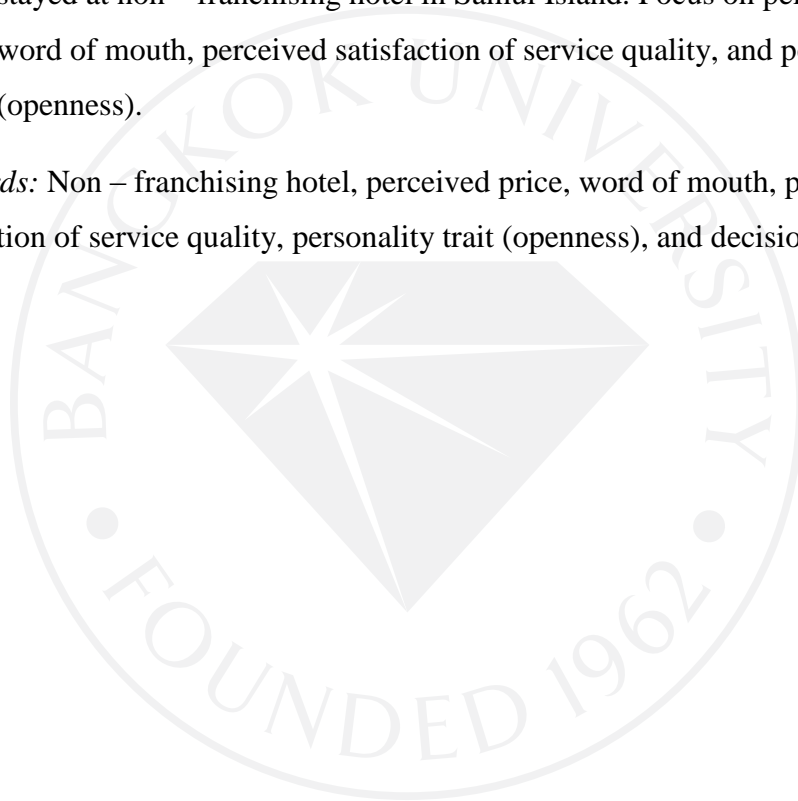
The researcher used the quantitative method which involved empirical research. The instrument of research was a question to collect the data from 325 observation which is the tourist who stayed at non – franchising hotel in Samui Island. The statistic used in data analysis has shown with table, graph and explanation in each figure and table.

The result found that the significant variable which P – value is < 0.05 . The perceived price have a significant level at .000 which is < 0.05 of P – value, the word of mouth have a significant level at .035 which is < 0.05 of P – value, and perceived satisfaction of service quality have a significant level at .000 which is < 0.05 of P – value. So the result have summarize that:

1. Perceived price have influence to the customer decision making to choose non – franchising hotel in Samui Island.
2. Word of mouth have influence to the customer decision making to choose non – franchising hotel in Samui Island.
3. Perceived satisfaction of service quality have influence to the customer decision making to choose non – franchising hotel in Samui Island.

Based on these finding, the researcher recommend which the tourist that stayed at non – franchising hotel in Samui Island. Focus on perceived price, word of mouth, perceived satisfaction of service quality, and personality trait (openness).

Keywords: Non – franchising hotel, perceived price, word of mouth, perceived satisfaction of service quality, personality trait (openness), and decision making.



ACKNOWLEDGEMENT

I would like to acknowledgement the help of many people who involved in the process of making this research study. This research cannot be perfectly completed without these people.

First of all, I would like to express my gratitude to my kindly best advisor, Dr.Ithi Tontyaporn who always give the good and useful information for guideline, advice, and comment and recommendation for the whole process of doing the research.

Thankful to the family and friend for encouraging motivating to researcher, which give the opportunities for researcher to study the master degree that have more knowledge in order to develop my selves.

Moreover, thankful to all hotel and Seatan pier in Samui Island which give the opportunities to researcher for survey in their place. And thankful to all observation that spending time to answer the questionnaire.

Finally, the achievements arising out of this research study. The researcher offers a great support to all of supporter.

Apikwan Wangdan

TABLE OF CONTENTS

	Page
ABSTRACT.....	iv
ACKNOWLEDGEMENT.....	vi
LIST OF TABLES.....	x
LIST OF FIGURES.....	xi
CHAPTER 1: INTRODUCTION	1
1.1 Background.....	1
1.2 Problem Statement.....	3
1.3 Purpose Study.....	6
1.4 Research Question.....	7
1.5 Scope of Research.....	8
1.6 Benefit of Research.....	8
1.7 Definition of Term.....	9
1.8 Limitation of Research.....	10
CHAPTER 2: LITURETURE REVIEW.....	11
2.1 The Theory of Reason Action.....	11
2.2 Perceived Price.....	13
2.3 Satisfaction of Service Quality.....	15
2.4 Personality Trait – Openness.....	18
2.5 Electronic Word of Mouth.....	20
2.6 Conceptual Model.....	22

TABLE OF CONTENTS (Continued)

	Page
CHAPTER 3: RESEARCH METHODOLOGY.....	24
3.1 Type of Research.....	24
3.2 Population and Sample.....	24
3.3 Operational Definitions.....	25
3.4 Survey Instrument.....	27
3.5 Pilot Test.....	32
3.6 Data Collection.....	32
3.7 Statistical Procedures.....	34
CHAPTER 4: DATA ANALYSIS.....	35
4.1 Introduction.....	35
4.2 Demographic Profile of the Sample Size.....	36
4.3 Development of Composite Score.....	39
4.4 Descriptive Statistic.....	46
4.5 Multiple Regression Analysis.....	54
4.6 Regression Result.....	65
4.7 Hypothesis Testing.....	66
CHAPTER 5: CONCLUSION, DISCUSSION AND RECOMMENDATION.....	68
5.1 Conclusion.....	68
5.2 Discussion.....	73
5.3 Managerial Implication.....	74
5.4 Recommendation for Future Research.....	74

TABLE OF CONTENTS (Continued)

	Page
BIBLIOGRAPHY.....	75
APPENDIX.....	84
BIODATA.....	94
LICENSE AGREEMENT.....	95



LIST OF TABLES

	Page
Table 1.1: Number of Hotel Room by Regions in Thailand between 1994 – 2001.....	2
Table 1.2: Internal Tourism in Samui, Suratthani.....	3
Table 1.3: Number of Hotels/Rooms.....	5
Table 4.1: Demographic Profile of the Sample Size.....	39
Table 4.2: Reliability of Behaviour Intention.....	39
Table 4.3: Item – Total Statistics of Behaviour Intention.....	40
Table 4.4: Reliability of Personality Trait – Openness.....	40
Table 4.5: Item – Total Statistic of Personality Trait – Openness.....	41
Table 4.6: Reliability of Price Perception	41
Table 4.7 Item – Total Statistic of Price Perception.....	42
Table 4.8: Correlation.....	42
Table 4.9: Reliability of Price Perception.....	43
Table 4.10: Item – Total Statistic of Price Perception.....	43
Table 4.11: Reliability of Word of Mouth.....	44
Table 4.12: Item – Total Statistic of Word of Mouth.....	44
Table 4.13: Reliability of Perceived service quality.....	45
Table 4.14: Item-Total Statistics of Perceived service quality.....	45
Table 4.15: Descriptive Statistics.....	46
Table 4.16: The Level of Behavior Intention.....	47
Table 4.17: The Level of Personality Trait Focusing on Openness.....	48

LIST OF TABLES (Continued)

	Page
Table 4.18: The Level of Price Perception.....	49
Table 4.19: The Level of Word of Mouth.....	49
Table 4.20: The level of Satisfaction of Service Quality.....	51
Table 4.21: Correlations.....	54
Table 4.22: Coefficient.....	65
Table 4.23: Hypothesis Assumption.....	66
Table 5.1: Demographic Profile.....	68
Table 5.2: Regression Result.....	71
Table 5.3: Hypothesis Testing.....	72

LIST OF FIGURES

	Page
Figure 2.1: Theory of Reason Action Model.....	11
Figure 2.2: Conceptual Model.....	22
Figure 4.1: Linearity of Personality Trait – Openness.....	55
Figure 4.2: Linearity of Price Perception.....	56
Figure 4.3: Linearity of Word of Mouth.....	56
Figure 4.4: Linearity of Satisfaction of Service Quality.....	57
Figure 4.5: The Distribution of Variable	
Data Recognition of Behaviour Intention.....	57
Figure 4.6: The Distribution of Variable	
Data Recognition of Perceived Trait Theory.....	58
Figure 4.7: The Distribution of Variable	
Data Recognition of Perceived Price.....	58
Figure 4.8: The Distribution of Variable	
Data Recognition of Satisfaction of Service Quality.....	59
Figure 4.9: The Distribution of Variable	
Data Recognition of Word of Mouth.....	59
Figure 4.10: Regression Standardize Residual in	
Case of the Trait Theory is the Independent Variable.....	60
Figure 4.11: Regression Standardize Residual in	
Case of the Price Perception is the Independent Variable.....	61

LIST OF FIGURES (Continued)

	Page
Figure 4.12: Regression Standardize Residual in Case of the Word of Mouth is the Independent Variable.....	61
Figure 4.13: Regression Standardize Residual in Case of the Satisfaction of Service Quality is the Independent Variable.....	62
Figure 4.14: Histogram.....	63
Figure 4.15: Normal P-P Plot of Regression Standardized Residual.....	64
Figure 4.16: Scatterplot.....	65

CHAPTER 1

INTRODUCTION

1.1 Background

In term of tourism industry which is the most important for developing the economics of Thailand. The service industry earn over of tens of billion Baht in term of income and employment annual. So for this reason which is the crucial to develop the industry in Thailand to be able to compete international especially in term of increasing the competition and impact from the introduction of free trade and service including the tourism industry.

Now a days in term of Thailand's tourism industry is fast expanding. In 2011 Thailand have tourist which is travelled total is 19,230,470 (increasing from 2010 is 20.67 percent). According to the 2011 the World Economic Forum (WEF) are ranking Thailand is 41st out of 139 countries in the world and 10th in Asia Pacific in term of tourist industry. And Thailand is the 3rd ASEAN in number of international conference held after Singapore and Malaysia. (Tourism Industry & E-Commerce, 2012)

From the statistic of domestic tourism in 2011 especially in southern region study by the office of the Permanent Secretary, Ministry of tourism and sports, have 3 type of the most famous accommodation for Thai Tourist is hotel's own is 72.0 percent, relative is 19.8 percent and friend's house is 6.3 percent.

The 2 most popular accommodations for agency-arranged Thai tourists are hotels is 60 percent and guesthouses is 40 percent. The top 3 most popular accommodation for self-arranged international tourists are hotels is 79.5 percent, own/relative's/friend's house is 9.7 percent, and bungalows/resorts is 5.5 percent. The top 3 most popular accommodations for agency-arranged international tourists are hotels 58.7 percent, bungalows/resorts 3.3 percent, and homestays 7.9 percent.

The hotel business is the important factor of the tourism and service industry which is serves the convenience and services to tourists. In term of hotel business which is creates a large income for the country, as accommodation and services is the

important part for the travelling experience for tourists. Because If the tourist is satisfied with the services and repeat visiting, leading to happen and sustainable income. However, where the tourists chooses to stay, the expectations of products and services, and the level of satisfaction of products and services are not the same depend on many factors such as occupancy rate, location, size, services, and convenience.

The information from the Tourism Authority of Thailand, in the several years, the hotel businesses have expanded from 246,113 rooms in 1994 to 320,564 rooms in 2001 or equal to a 30.3 per cent increase. The number of rooms in the Central region which is not include Bangkok have expanded by 51.6 percent that is the highest expansion compared with the other regions in the country. Next is the North-eastern region is 41 percent and Bangkok is 39.5 percent.

Table 1.1: Number of Hotel Rooms by Regions in Thailand between 1994-2001

Unit: Room

Year	Bangkok	Central*	Eastern	Northern	Southern	North-eastern	Total
1994	58,909	22,514	49,613	36,178	60,737	18,162	246,113
1995	63,857	24,978	49,889	34,991	61,598	20,260	255,573
1996	66,927	26,366	50,843	37,098	62,139	22,169	265,542
1997	73,133	26,793	49,205	37,607	62,909	23,346	272,993
1998	77,287	29,045	48,294	37,250	63,006	24,188	279,070
1999	69,231	29,525	52,810	38,313	65,095	24,969	279,943
2000	80,691	34,075	57,290	46,567	74,819	25,370	318,812
2001	82,189	34,127	57,720	39,773	81,148	25,608	320,565

Remark: * Excluding Bangkok

Source: Tourism Authority of Thailand. (2011). *Annual Report and Statistic*.

Retrieved from <http://www.media.thailandemagazine.com/annual-reports-and-statistics/>

In term of Southern region which is focus on Phuket, Samui, and Hat Yai. The occupancy rate of hotels in this three provinces are increasing since 1998 even slow pace until 2001 in Phuket and Samui but except Hat Yai which have increase the occupancy rate. In the table 6.5 showed the occupancy rate in Hat Yai are increasing continuously and stable. However if compare with the change in term of rooms in Phuket and Samui which increasing the rate much higher than number of rooms in Hat Yai, especially in Phuket is the highest rate increasing among the 3 provinces at 36.71 percent (Page 8, Hotels in Thailand, FTA Department of Trade Negotiations, 2010).

1.2 Problem Statement

Samui Island has 2 new additions of hotels in the few years, or about 140 rooms, which puts the occupancy rate over 80 percent. The average fees of 4-star hotel is 1,900-2,400 Baht, 5-star hotel would be over 3,200 Baht, and increase of 10-12 percent is expected rate of currency (Hotels in Thailand, FTA Department of Trade Negotiations, 2010).

Table 1.2: Internal tourism in Samui, Suratthani

	October-December		
	2014	2013	
Visitor	415,751	364,332	+ 14.11
Thai	58,540	49,446	+ 18.39
Foreigners	357,211	314,886	+ 13.44
Tourist	408,711	362,368	+ 12.79
Thai	57,197	48,186	+ 18.70
Foreigners	351,514	314,182	+ 11.88

(Continued)

Table 1.2 (Continued): Internal tourism in Samui, Suratthani

	October-December		
	2014	2013	
Excursionist	7,040	1,964	+ 258.45
Thai	1,343	1,260	+ 6.59
Foreigners	5,697	704	+ 709.23
Average Length of Stay (Day)	4.47	3.63	+ 0.84
Thai	3.47	3.25	+ 0.22
Foreigners	4.63	3.69	+ 0.94
Average Expenditure (Baht/Person/Day)			
Visitor	3,822.11	3,722.57	+ 2.67
Thai	3,300.99	3,254.30	+ 1.43
Foreigners	3,885.82	3,786.18	+ 2.63
Tourist	3,828.78	3,725.11	+ 2.78
Thai	3,309.67	3,264.60	+ 1.38
Foreigners	3,892.04	3,787.20	+ 2.77
Excursionist	2,091.63	2,021.79	+ 3.45
Thai	2,016.97	1,976.22	+ 2.06
Foreigners	2,109.22	2,103.31	+ 0.28
Revenue (Million Baht)			
Visitor	7,005.93	4,905.81	+ 42.81
Thai	659.58	513.72	+ 28.39
Foreigners	6,346.35	4,392.09	+ 44.49
ACCOMMODATION ESTABLISHMENTS			
Rooms	20,519	20,519	0.0
Occupancy Rate (%)	53.96	46.04	+ 7.92
Number of Guest Arrivals	407,080	360,905	+ 12.79
Thai	56,489	47,230	+ 19.60
Foreigners	350,591	313,675	+ 11.77

Source: Department of Tourism. (2015). *Visitor Statistics 2015*. Retrieved from
<http://newdot2.samartmultimedia.com/home/details/11/221/24246>

Table 1.3: Number of Hotels/Rooms

Number of Hotels	Number of Rooms	Occupancy Rate
293 Hotels	11,672 Rooms	854,475 tourists/year Average occupancy rate 64.23% Average duration 7.42% / day

Source: Koh Samui Department of Provincial Administration and Tourism Authority of Samui. (2009). *Number of Hotels / Rooms*. Retrieved from <http://www.media.thailandemagazine.com/annual-reports-and-statistics/>

From the information of incoming tourist in Samui Island from the department of tourist on 2015, showed the number of domestic and international tourist are increasing over 14 percent from 2013. So the occupancy rate are related with the increasing number of rooms in Samui Island. As in the 2012 there have total of room is 11,672 but in 2014 the number of room are increase to 20,519. So from the increasing rate which can assume Samui Island in the attractive one in term of tourist business that making which mean the competition in term of hotels and service industry in Samui Island are highest, so this is interesting case study about the factor which the most influence to customer decision making to choose the non – franchising in hotel business in Samui Island.

According to the Thailand Tourism Confidence Index by the Tourism Council of Thailand, Tourism Authority of Thailand, and the Faculty of Economics at Chulalongkorn University, the confidence index has increased significantly. In the 1st and 2nd quarter of 2011 (April – June 2011) the index is at 108, which is close to the forecasting in the 1st quarter of 2011), that making it a good sign that business owners are confident that the Thai tourism business will continue in an above average level in the next quarter. Moreover, the majority of business owners expect that competition in the business will grow compared to the current levels, especially in the hotel and accommodation business which the fee is over 5,000 Baht per night, and inbound tourism. Which the challenges is the increasing of competitors and price wars

between business owners (Potential and Readiness of Thai Tourism Industry, Department of Trade Negotiation, 2010)

In an interview in a Samui tourism magazine, Mr.Saenee Phuwasethaworn, President of Tourism Association of Koh Samui suggested that the growth in tourism on Samui Island are visible to compare with 10 years a part in the growth are including the small and medium enterprises which is the non – franchising hotel in Samui Island about 20 percent, so this is increasing the competition much higher in term of price many business owner try to low the price to gain more reservation but this is influence to the quality of service which will made the negative image of Samui hotels in the views of tourist.

Research suggests that there are many types of hotel businesses on Samui Island, which answers to the needs of different types of tourists. The difference price and the growth of the business to high market competition to provide tourists with the best option. Decision factors of tourists become more various. So the reasons are motivation for the researcher to study the factors that influence to tourist decision making to choose a non-franchising hotels on Samui Island. It can be used to help strategic decision making in marketing, leading to a clearer and more attractive marketing strategy for tourists. This creates the price perception, perceived service quality, word of mouth, and about three personality trait (openness) for Samui tourism.

1.3 Purpose Study

The purpose of this research aimed to analyze the factors that influence to customer decision making to choose non – franchising hotel. The specific purpose are as below:

1.3.1 Examine the factor of perceive price which influence to customer decision making to choose non – franchising hotel in Samui Island.

1.3.2 Examine the factor of personality trait (openness) which influence to customer decision making to choose non – franchising hotel in Samui Island.

1.3.3 Examine the factor of word of mouth which influence to customer decision making to choose non – franchising hotel in Samui Island.

1.3.4 Examine the factor of perceived satisfaction of service quality which influence to customer decision making to choose non – franchising hotel in Samui Island.

1.4 Research Question

The guide for research question of the study:

1.4.1 Does research perceived price influence for consideration when the customer decision making to choosing non – franchising hotel in Samui Island.

1.4.2 Does research personality trait (openness) influence for consideration when the customer decision making to choosing non – franchising hotel in Samui Island.

1.4.3 Does research word of mouth influence for consideration when the customer decision making to choosing non – franchising hotel in Samui Island.

1.4.4 Does research perceived satisfaction of service quality influence for consideration when the customer decision making to choosing non – franchising hotel in Samui Island.

1.5 Scope of Research

1.5.1 Scope of population

This research are focusing on group of tourist which is stayed in non – franchising hotel in Samui Island.

1.5.2 Scope of variable

Independent variable

- Perceived price
- Personality trait (openness)
- Word of mouth
- Perceived satisfaction of service quality

Dependent variable

- Behavior Intention

1.5.3 Scope of time research

Create the questionnaire for collected the data and analysis for research starting from December 2015 until February 2016, so the time total is 3 months.

1.6 Benefit of Research

1.6.1 Benefit use for academic

Expansion of knowledge about research result of factors which is influence to customer decision making such as perceived price, personality trait (openness), word of mouth, and perceived satisfaction of service quality in term of choosing non – franchising hotel in Samui Island.

1.6.2 Benefit use for business

The result have the benefit to hotel business which is non – franchising for understand the customer behavior to make the decision before their choosing hotel. And the hotel business can adapt the result to create the promotion. Which can relate to perceive price, personality trait (openness), word of mouth, and perceived satisfaction of service quality.

1.7 Definition of Terms

1.7.1 Behavior Intention which mean the person who likelihood to perceived to engage behavior and the behavior intention that influence from subjective norm and normative beliefs.

1.7.2 Perceived price which is reasonable for the quality of goods and service that customer able to pay and acceptable.

1.7.3 Personality trait (openness) which is personality of the customer's attitude that influence to the customer decision making non – franchising hotel. In this research are focusing on the person who are the openness trait that might have the flexibility than the other trait.

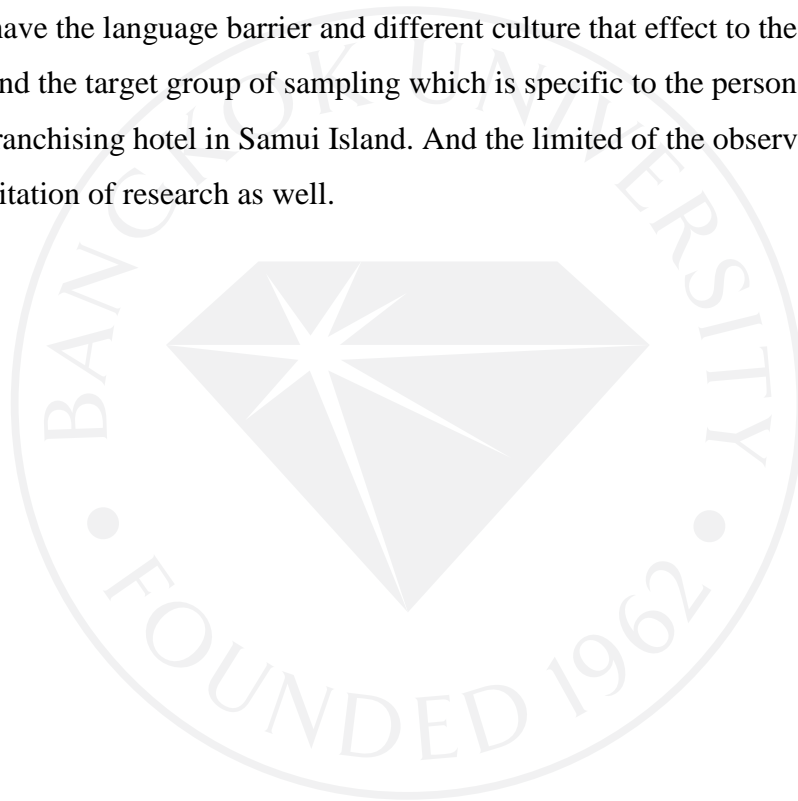
1.7.4 Word of mouth which mean the communication of each person have influence to other person. In this research are focusing on electronic that mean website that person can share the information about their accommodation or can search for the information before their have decision making about hotel.

1.7.5 Perceived Satisfaction of service quality which mean the customer were satisfaction to service that the hotel serve to them. Relate on the performance of expectation and performance of receivable.

1.7.6 Non – Franchising Hotel which is the hotel that not management by the any organization. Almost this hotel type were management by owner as the family business, and located on country side with unique style. (<http://www.sme.go.th/>)

1.8 Limitation of Research

The limitation of this research is the different of nationality of observation which have the language barrier and different culture that effect to the personality trait factor and the target group of sampling which is specific to the person who stayed in non – franchising hotel in Samui Island. And the limited of the observation time is the one limitation of research as well.



CHAPTER 2

LITERATURE REVIEW

The theory of reason action

This chapter will including, first the theory of reason action second the theory of consumer behavior third the theory factor marketing fourth General information of Koh - samui fifth The definition of non – franchise management hotel and the last on is the related research. All of information will be used as questionnaire design to interview and collect data from sampling customer.

2.1 The Theory of Reason Action

Theory of reasoned action explainz the relationship between attitude and behavior through behavioral intention. So the attitude could be the positive or negative. Which depend on beliefs and experiences that will show in term of behavior. So the theory of reason action was developed by Fishbein and Ajzen (1975).

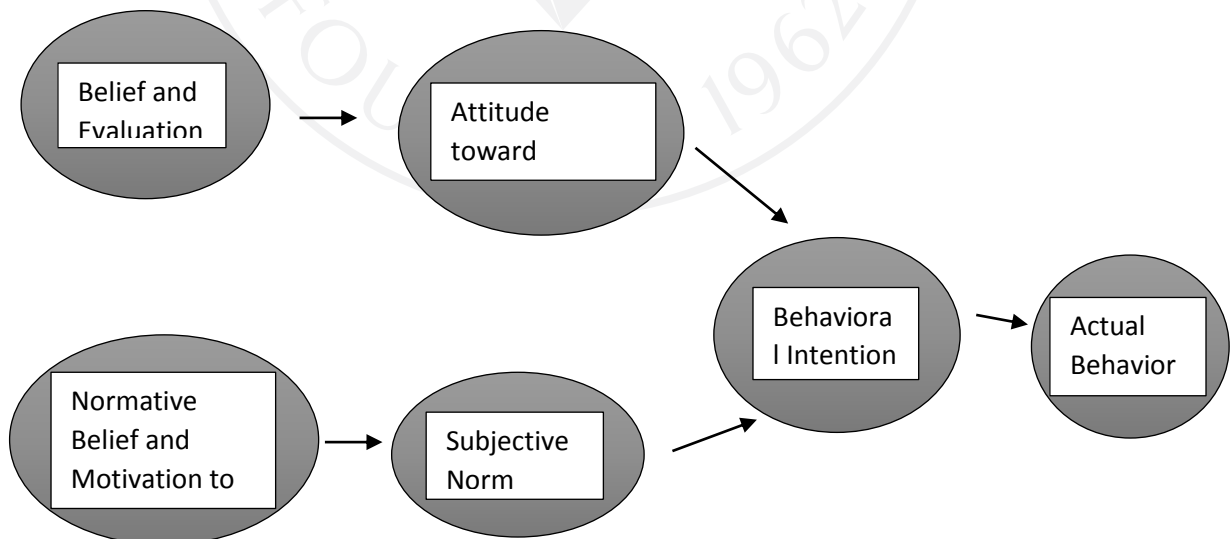


Figure 2.1: Theory of Reason Action Model

Source: Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behavior: An introduction to theory and research*. Massachusetts: Addison – Wesley.

The analysing factor that influence to the decision making of consumer before they make hotel reservation is the most important for marketing planning, and able to forecast or solve the problem that could possibly happen by using the theory of reason action (Ajzen, 1988; Fishbein & Ajzen, 1975) that show attitude transform to behavior of them, when the person is likely to have supporting reasons and useful information for making any decisions so that will be the behavior intention that able to predicted by measuring belief, attitude and intention.

2.1.1. Attitude is “learn predisposition to respond to an object or class of objects in a consistently favorable or unfavorable way” (Gordon, 1935). In the definition from Gordon W. Allport the “object” might be brand, goods, service etc. the attitude is the most important for marketers to understand any influence that link between consumer perception and actual consumer behavior, Attitude toward behavior has two component namely, Belief and Evaluation:

- Belief about the outcome of a behavior, which could be positive or negative.
- Evaluation of the outcome of a behavior if a positive outcome is indicated, a behavior is more likely to be perform.

2.1.2. Subjective Norm is an individual perception about what behavior his/her significant other think the individual should perform (Fishbien & Ajzen, 1975). In term of the group of norm is the most social group there have the own rules to be comply with all of the member (Mellott, 1934) such as in case of the most members in the group almost use the similar brand.

- In term of Normative belief and Motivation is separated into two part, the one is the definition of Normative belief is determines the norms is the belief that a person or group of people only think they should or should not do that behavior. People also tend to do the opposite behavior if people believe others are important for them to think he should not do that behavior. They tend not to do that behavior (Mellott, 1934)

- The definition Motivation to comply, in term of motivation their concern about which factor that could effected to the arousal, direction and persistence of behavior. So the motivation is internal inner that could effect to the behavior and decision making of people (Mellott, 1934)

2.1.3. So all of the theory are influence to the behavior intention that “the best predictor of behavior is intention. Intention is the cognitive representation of a person's readiness to perform a given behavior, and it is considered to be the immediate antecedent of behavior” (Fishbien & Ajzen, 1975) The finally in term of the actual behavior of customer decision making, this is the actually doing of both in group and individual of people directly (Mellott, 1934)

The theory of reason action has been explain in component of behavior and tourism research that can adaptation to use in the hospitality that effect to the consumer behavior, in term of analyze the customer needs by use the factor that influence to the customer decision making. Kalafatis (1999) support that the theory of reason action which factor as attitude toward behavior, subjective norm and perceived behavioral control, provides a reliable analyze for the intention to buy the environmental product. Bright (2003) used the theory of reason action as the contextual framework to study the relationship between attitude and behavior, which attitude toward the developing the community reaction facilities and use the decision making from people to vote for preferred the facilities in the public area. So the theory of reason action was apply to use in term of the consumer behavior analyze to fine the relationship from their attitude that influence to their behavior. In term of hospitality the theory of reason action was apply to searching the attitude of consumer which their attitude affect to their behavior in this case call decision making. Which the researcher was apply to use in each type of research as above.

2.2 Perceived Price

In the process of customer decision making, price is the one factor that they will concern. The theory of Decision making is what the people concern to before

their will purchase any product, what brand or what price they able to pay (Mellott, 1934). So price is the important one that effect to the customer decision making.

The definition of price in theory of Valarie A. Zeithaml is what is given up or sacrificed to obtain a product (Zeithaml, 1988). So price is the ability of customer to purchase the goods or service is depend on the price of that things. From the research of Zeithaml that talk about the ability of price that effect to the customer's decision. Based on Jacoby and Olson (1977) distinguished object price from perceived price. According to these authors, objective price is defined as the actual price in goods or service but customer doesn't remember the actual of that goods or service but they will remember in the meaningful of them (Dickson and Sawyer 1985).

In contrast, perceived price is one that is encoded by the customer, in the meaning that is the customer who are the person that have the ability to purchase the goods or service by use the price to the one factor to give the reason for purchase somethings (Jacoby and Olson, 1977). Chang and Wildt theory define perceived price as the customer perceptual representation as the price as encoded by consumer satisfaction. (Zeithaml, 1988). Consumers' perception of price is determined by three main factors (Henry, 1992)

- Price Expectation is the price that consumer expect and willing to pay for the goods or service, which the referent price as the standard or frame of any goods or service that consumer have compare the price for alternative brand.
- Actual versus reference price is the reference of consumer about the price. Reference price as the same as the actual prices of product or service, which the most important for marketer is the relationship between consumer referent price and actual price. If the actual price is within acceptable range the consumer is willing to adjust their reference price.
- Price – Quality Relationship the consumer they use the price as the indication of quality of goods or service, which the researcher (Rao and

Monroe) support that the price – quality are reasonable for the consumer who have less information about any goods or service that they will purchase.

In the theory of Zeithaml (1982) found that consumer attention, awareness, and knowledge of price happen to consideration the lower price for consumer to have accurate internal reference price for many goods or service (Dickson & Sawyer, 1985; Zeithaml, 1982). The price consideration is similar to be greater for higher priced packaged of goods and service than for low price because some of consumer group their not checking the price (Zeithaml & Berry, 1987). Which the researchers argue that the relationship between price and perceived quality is not stable and that the way of the relationship may not be positive (Peterson & Wilson, 1977). Which Lalwani & Shavitt (2013) was design the questionnaire to analyse the consumer behaviour that use the price judge the quality of product and the researcher found the consumer have trends to judge the quality of goods by use the price as the reference and the Akshay (2005) journal said that the consumer use the price to judge the quality of goods because there realize the cost of goods which have good quality might have more cognitive efficiency of product. In term of price expectation the researcher Yuan & Han (2011) found the expectation of consumer will influence to their decision making to purchase any goods or service which the price of product are increase the consumer behaviour will change as follow.

2.3 Satisfaction of service quality

Giese and Cote (2000) define the satisfaction as the summary affective response of varying intensity with the specific time point of determination and limited duration and consumption. So the consumer satisfaction in the most important construction part (Morgan et al., 1996; McQuitty et al., 2000) and one of the main target in marketing plan (Erevelles and Leavitt, 1992). The satisfaction of customer is the main point in marketing because it is a good predictor of purchase behavior. So the satisfaction of customer in goods or service is the important predictor of customer

loyalty (Yang & Peterson, 2004). And the customer satisfied that depend on how often their use the service than not satisfaction (Bolton & Lemon, 1999).

The quality of service is perceived by customer. And perceived service as the “discrepancy between what the customer feel that service provider should offer and their perception of what the service firm actually offers” (Parasuraman & Berry, 1988). So the person who are receive services from the business that feel good or not is depend on the service quality. The definition of service quality is the extent to which a service meet customer need or expect Parasuraman & Berry (1988) propose that service quality has 5 dimensions:

- Tangibles - define is the appearance of physical facilities, equipment, personal and communication materials as anything that can visible (Parasuraman et al., 1988)
- Reliability - Ability to perform the promised service accurately, so that make the customer trust to perceived the product or service from the organization.
- Responsiveness – Willingness to help customer and provide prompt service and make them comfortable to perceive the product or service.
- Assurance – Knowledge and courtesy of employees and their ability to inspire trust and confidence for smoothly process in term of service quality to customer.
- Empathy – Caring, individualized attention the firm provides its customer for increasing the value of service to customer in term of more impress.

Lewis and Mitchell (1990) explain the different between customer expectation service and perceived service. So when the customer are received the service from business they will have the expectation with service, if the expectation in more than the ability of performance that the customer will feel dissatisfaction (Lewis and Mitchell, 1990). So the organization image of service quality is the outcome of functional and technical service quality and it corporates expectation and experience (Parasuraman, 1988).

The competition and rapid deregulation has taken many service and retail business to finding the profitable ways to differentiate themselves from the other competitor. As the strategy can related to success in the business is the benefit of high service quality (Rudie & Wansley, 1985). Which Olshavsky (1985) views the quality as the attitude as overall form of evaluation of product that similar in many ways to attitude of each consumer, which Zeithaml and Berry (1985) are support that service quality is an overall evaluation that similar to attitude.

As Hsieh, et al., (2012) have found in case the largest telecommunications service organizations in China which the management system that will enhance the performance of employees is better. Even the employee satisfaction in the work place that will resulted to the customer satisfaction in the service quality. And the research of Khan, Mubbsher Munawar and Fasih, Mariam (2014) have study from the group of sampling 270 customer of different bank there fond the service quality is the important factor that influence to the customer satisfaction and their royalty to the bank.

So that the reason why the most organization are struggle with the challenge improving of service quality, that the most important point of any service business, especially in hospitality management. Hartline and Ferrell (1996) adopt some of the service quality dimensions from Parasuraman that talk about the dimension of service quality that guide the company to prove the performance that focus on employee skill and suggest that they are important qualities that contact-service employees should have. So, this paper follows Hartline and Ferrell (1996) by adapting their construct as these qualities are also highly important for service employees in hotel business. In addition, this paper also uses the tangibility dimension to reflect the fact that this dimension also has an influence on tourist's choice of accommodations.

2.4 Personality Trait – openness

The personal traits is the personal character of the individual of each person that base on measuring and their happen in between World War I (1914-1918), in nowadays have lot of the psychologist have developed many traits that interest the psychologist and consumer behavior (Curtis, Richard & John, 1992) as some traits is positive (e.g. interpersonal trust) and some traits is negative (e.g. powerlessness) (Arnould, 2005). This paper will focus on the Five Factor Personality that the five clusters of traits, which the dimension of emotion neuroticism, outgoingness, openness, agreeableness, and conscientiousness provide the set of personality traits (Arnould, 2005).

- Outgoingness or Extraversion (Botwin & Buss, 1989) the personality trait associated with it include being sociable, gregarious, assertive, talkative, and active. Hogan (1986) interprets this dimension as consisting of two component, one is Ambition that initiative and impetuous and another one is Sociability that exhibitionist and expressive.
- Neuroticism or Emotional stability (Borgatta, 1964) the general traits are include with anxious, depressed, angry, embarrassed, emotional, worried and insecure.
- Agreeableness (Borgatta, 1964) as friendliness (Guilford & Zimmerman, 1949) or social conformity (Fiske, 1949) the personal traits are include courteous, flexible, trusting, good-natured, cooperative, forgiving, soft-hearted, and tolerant.
- Conscientiousness or conscience (Botwin & Buss, 1989) which has been called Conformity or Dependability (Fiske, 1949) that personality traits as being careful, thorough, responsible, organized and planful. In

addition of this traits as hardworking, achievement-oriented and persevering.

- Openness to experience this traits are include being imaginative, cultured, curious, original, broad-minded, intelligent, and artistically sensitive.

The traditional of personality are create for describing the self, can define as the distinctive and enduring pattern of thought, emotion and behavior that characterize each of individual adaptation to the situation of their life (Arnould, 2005). So in the earlier ancient as Egyptian, Chinese, and Greek their understanding the personality traits relied on astrology, about 2,500 year ago the Western Philosopher as Hippocrates and Aristotle are compiles the list of connection between facial characteristic and traits character. Over the twentieth century the contemporary interest in personality dates from the founder of modern psychology, Sigmund Freud and his popularizer in marketing, which called the motivation researcher who were prominent in marketing research after World War II. In many year ago the number of psychologist are increase (e.g. Freud, Carl Jung, Henry Murray, and S.H. Schwartz) there are created the theory of personality to predict behavior on the basis of character traits in personality theory and their consumer behavior application (Kasaarjian et al., 1991)

In the research of Eisend, et al., (2013) have apply the big five personality traits as the brand of personality and there found the different influence to the performance and the study of Guido and Gianluigi (2011) attempt to study the factor which influencing to the image of drug store by use the big five traits as the model to analyse each type of customer will buy the medicine in each drug store as in supermarket or over-the-counter so which shop can develop their place for more attractive to their customer. In the study of Harris, et al., (2007) have showed the result of customer personality and service quality, especially if the service quality are according to their customer personality that will influence to the customer satisfaction. And Scott, et al., (2007) found the different type of people will have the

different of their adventure by study from personality of each person to predict the style their travel and the researcher found the different from their observation.

So in this paper will focus on the group of openness to experience of the personality traits that might be the group of customer that would like to choose to the non-franchise hotel to spend their holiday. Because the behavior in personal of this group is being imaginative, cultured, curious, original, broad-minded, intelligent, and artistically sensitive. Which that they might think out of the box and want to find another experience of their vacation.

2.5 Electronic Word of mouth

The definition of word of mouth is the communication of consumer about goods or service in the informal way (Westbrook, 1987) which the oldest way to spreading the information and this is the important factor that influence to the decision making of consumer to purchase any goods or service (Walker, 1995; Soderlund & Rosengren, 2007). Muller (2011) found that word of mouth is the important in the advertising media in the future which can influence to the consumer behavior (Goldberg, Libai & Muller, 2011) And the number of advertising media are increase however the modern media so waste to the advertising that the consumer unable to perceive all of them which mean that advertising is becoming less effective (Elliott & Surgi Speck, 1998).

Smith (2004) found that the number of information and advertising media are increase will making more difficult to bring the advertising and public relation that reach the target group of consumer because nowadays the consumer easily found the information from a lot of media that they can choose by the self and use the other opinion about goods or service as the source of information to save the time and money before they decision making to purchase the goods or service (Burnkrant & Cousineau, 1975; Huang & Cheng, 2006).

The traditional word of mouth have been investigate in the context of the diffusion of new product which advertising have the short time to announce to the consumer but after that word of mouth become the main advertising media of information (Goldenberg et al., 2001). So the effect of word of mouth is could be positive or negative depend on the consumer experience with the goods or service (Buttle, 1998), the satisfaction of consumer is depend on their expectation, when the goods or service are above or below expectation the result will different. In case if the expectation are highly responsive than expected they will share in the positive side of word of mouth (Ladhari, 2007). In term of negative word of mouth Richins (1983) are focus on dissatisfaction in the negative word of mouth is from the increasing of problem as the consumer perceived the bad experience from the goods or service and they share the bad experience to the other that will make the negative image to which goods or service.

Nowadays people have lot of media to share any experience or search any information from goods or service to the other as electronic word of mouth which define is all of the information can communicate directly to consumer base on internet technology related to usage and type of product or service or the seller. This include the communication between production and consumer as well (Goldsmith, 2006; Lazarsfeld, Berelson, & Gaudet, 1944). So the social media will become the most important factor which influence to the consumer decision making (Casalo et al., 2011).

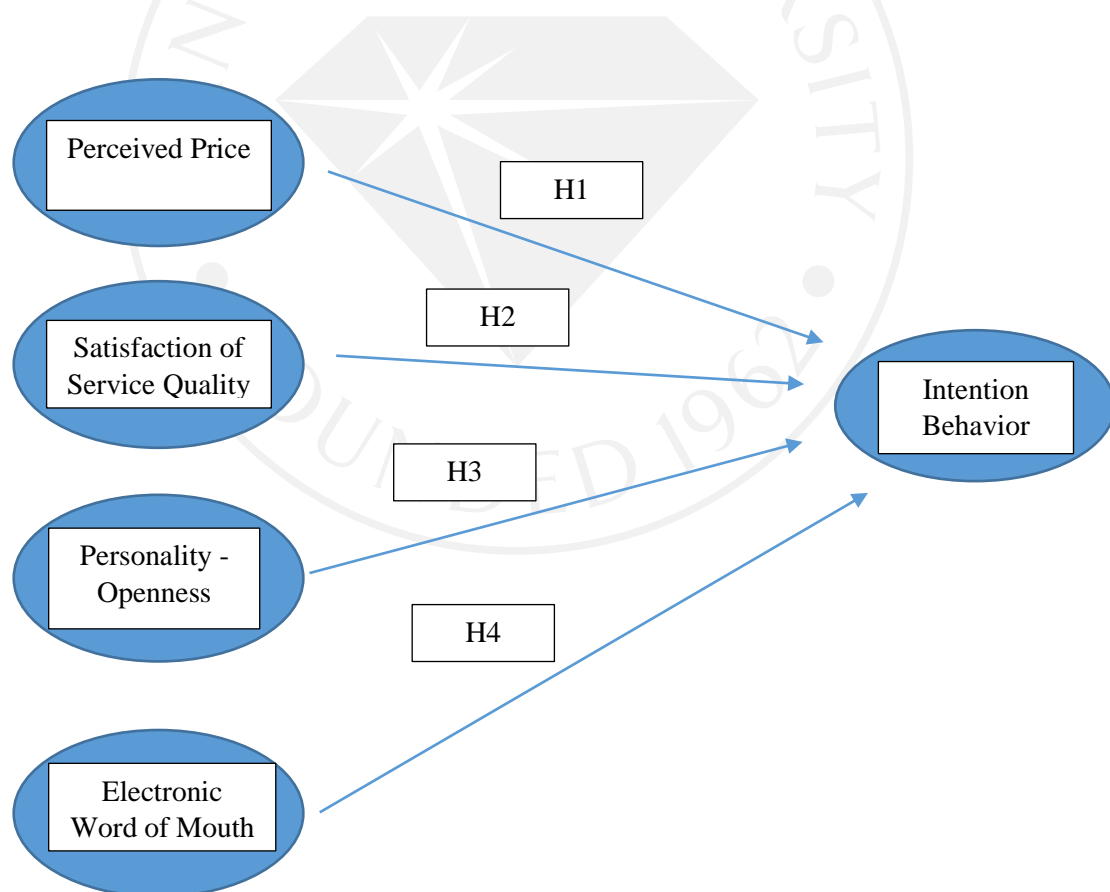
In term of hospitality or tourism business electronic word of mouth is the most important media that can share any information to the consumer and influence to their decision making behavior (Maser & Weiermair, 1998) because almost of the traveler before their make the trip they will search the information as source in the decision making of them by looking the information from the other people such as friend or another traveler (Laurie, Gianna & Pierre, 2007).

So there have lot of electronic media that base on internet system for share or search any information of consumer such as TripAdvisor, personal weblogs, Facebook account, Twitter messages (Park and Kim, 2008) and including the agency website such as Agoda.com, Booking.com and Expedia.com which the consumer can

search to read the review from the another consumer before their make the reservation to any hotel. In case TripAdvisor is the most famous social media for the consumer to search the information for holiday planning (As Ye et al., 2011)

Fodness and Murray (1999) said no surprise that word of mouth is the most important factor that will influence to the consumer decision making already because the ability of internet can increasing the number of consumer which use the internet to find the information of accommodation, so the hospitality business be able to earn more benefit from electronic word of mouth which in low cost and scope (Hennig – Thurau, Gwinner, Walsh & Gremler, 2004).

2.6 Conceptual Model



Figured 2.2: Conceptual Model

H1a: Perceived Price does not have a significant influence on tourists' decision to choose a non – franchise hotel.

H10: Perceived Price has a significant influence on tourists' decision to choose a non – franchise hotel.

H2a: Satisfaction of Service Quality does not have a significant influence on tourists' decision to choose a non – franchise hotel.

H20: Satisfaction of Service Quality has a significant influence on tourists' decision to choose a non – franchise hotel.

H3a: Personality – Openness does not have a significant influence on tourists' decision to choose a non – franchise hotel.

H30: Personality – Openness has a significant influence on tourists' decision to choose a non – franchise hotel.

H4a: Electronic Word of Mouth does not have a significant influence on tourists' decision to choose a non – franchise hotel.

H40: Electronic Word of Mouth has a significant influence on tourists' decision to choose a non – franchise hotel.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Type of research

This type of research is quantitative research which use the survey and questionnaire as the tools for collect the data from the population. So the research is study what the factor that influence to the customer decision making to choose the no – franchising hotel management.

3.2 Population and sample

The population which is comprised of tourists who are stayed in hotel that is non – franchising management as the local hotel in Koh – Samui, Suratthani.

The sample

Hair et al. (2000) preferring the minimum of sample size is 100 observation for multiple regression analysis. Hair point out that the ratio of 5:1 can be used but prefer the ratio of 15:1 or 20:1 to determine the sample size in term of ratio of observation to variable. The appropriate of sampling size for this research can follow this below calculated:

$$N = 5 \times 39$$

$$N = 195$$

So at the end of survey period researcher manage to obtain a sample size of 325 observation which follow by Hair et al. (2000) meet minimum.

Choosing the sample

The choosing of sampling group are using the Convenience Sampling in the group of people who are stayed in the non – franchising hotel in Koh – Samui area. By the hotel which get the questionnaire is Kirati hotel, Ton – Rak Bang – Rak, Baan Sala Lungdam hotel, PS Thana which the hotel in the list is managed by family owner which at the range of 1,000 – 10,000 THB and Seatran ferry Bang – Rak pier.

3.3 Operational Definitions

3.3.1 Behaviour Intention the scale measures the likelihood that a person will use some object again. The statement appear to be amenable for use with variety of object such as goods, service, facilities and even people. The scale was adapted from Cronin, Brady and Hult (2000) based on similar statement used previously in service research.

- The probability that you will use this hotel again.
- The likelihood that you will recommend this hotel to a friend?
- If you had to come back again, you would choose the same hotel?

3.3.2 Personality trait (Openness)

The Psychological researcher are given the five different trait of human behavior as cognitive abilities, personality, social attitude, psychological interests, and psychopathology (Lubinski, 2000). And their found the five different which are positive emotion disposition were differently associated with self – and – peer rated Extraversion, Conscientiousness, Agreeableness, Openness to Experience, and Neuroticism by used the scale from (Shiota, Kelner, & John, 2006). So in this research are focusing on the group of people who the Openness to Experience are by used the questionnaire to interview their self.

- Is original, comes up with new idea.
- Is curious about many different things.
- Is ingenious, a deep thinker.
- Prefer work that is routine.
- Has an active imagination.

3.3.3 Price Perception (Post purchase)

The item intended to measure the degree to which a customer of service provider considers a certain price paid for service to be fair and reasonable. So the item are most appropriate for a hotel but are amenable for modification and use with

other type of service, the scale adapted from the study by Voss, Parasuraman, and Grewal (1998).

- How much did you pay for hotel room/night?
- I was satisfied paying Per night.
- The price that you pay for a room at this hotel was rip – off.
- Paying for specified for this hotel room was a very unreasonable or reasonable.

3.3.4 Electronic Word of Mouth

The definition of word of mouth is the communication of consumer about goods or service in the informal way (Westbrook, 1987).

- I read the other traveller's online review to know more about the hotel.
- I consulted with the other traveler's online to know more about the hotel.
- I discussed with other traveler's online to know more about hotel.
- I participated in online discussion about the hotel.
- I gathered information from other travelers online before I decided to make the reservation at the hotel.

3.3.5 Service Quality (Tangibles and Contact Service Employees)

The scale measure which the degree to which respondent are satisfied with the tangibility and contact – service dimension of service quality. (Hartlim & Ferreal, 1996).

- I am satisfied with the visual appealing of the hotel physical facilities
- I am satisfied with the hotel's employees' dress and neat appearance
- I am satisfied with the fact that the appearance of the physical facilities of hotel is in keeping with type of service provided
- I am satisfied with the fact that the hotel has modern – looking equipment
- I am satisfied with the fact that material associated with the service (such as pamphlet or statement) are visually appealing at the hotel
- I am satisfied with the prompt service from hotel's employees.

- I am satisfied with the fact that hotel's employees never being too busy to respond to my requests.
- The fact that employee behaviour instils confidence in me is satisfying
- I am satisfied with the safety when I am in transactions with the hotel's employees.
- I am satisfied with the courteousness of hotel's employees
- I am satisfied with the ability of hotel's employees to answer my question.
- I am satisfied with the individual attention I received from the hotel.
- I am satisfied with the personal attention I received from the hotel's employees.
- I am satisfied with the fact that employees are having my best interests at heart.
- I am satisfied with the ability of the hotel's employees to understand my specific needs.

3.4 Survey instrument

3.4.1. The survey is use the self – completed questionnaire as the tools which data collection. The questionnaire produce by use the literature and research which can categorize in 6 section.

Section 1 the questionnaire which ask about demographic and the general information about age, gender, education, marital status, occupation, monthly earn and nationality, the questionnaire require one answer to the people who stayed in non – franchising hotel in Koh – Samui.

Section 2 the evaluation of behavioural intention which test the decision of people will use the hotel which they stayed again. The questionnaire consisted of 3 questions, use the 5 rating scale.

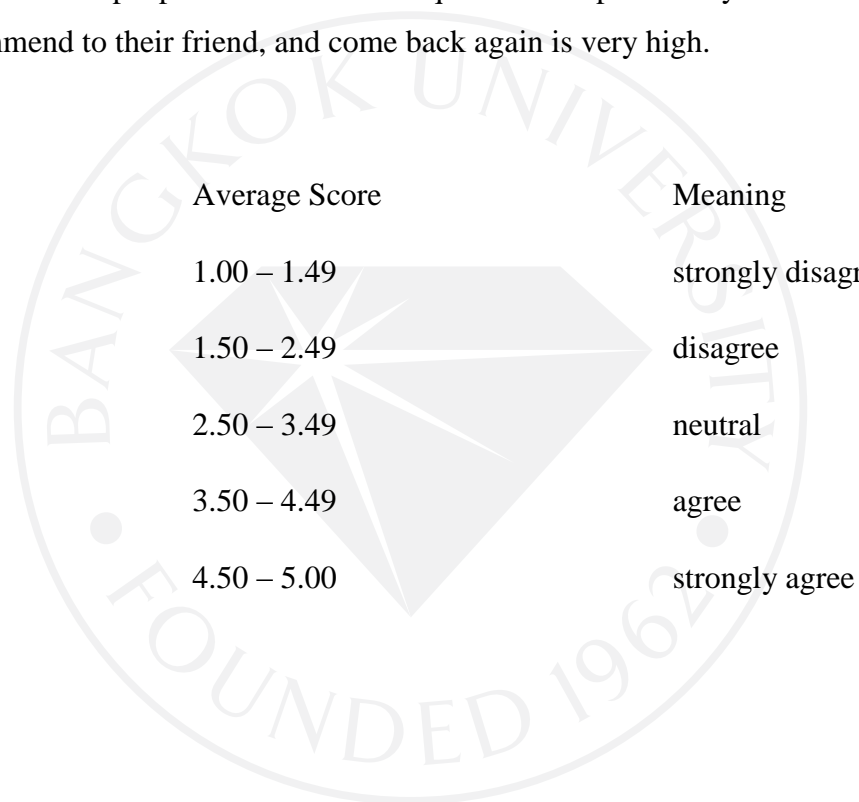
1 is mean the people who answer the question are probability use this hotel again, recommend to their friend, and come back again is very low.

2 is mean the people who answer the question are probability use this hotel again, recommend to their friend, and come back again is low.

3 is mean the people who answer the question are probability use this hotel again, recommend to their friend, and come back again is neutral.

4 is mean the people who answer the question are probability use this hotel again, recommend to their friend, and come back again is high.

5 is mean the people who answer the question are probability use this hotel again, recommend to their friend, and come back again is very high.



Average Score	Meaning
1.00 – 1.49	strongly disagree
1.50 – 2.49	disagree
2.50 – 3.49	neutral
3.50 – 4.49	agree
4.50 – 5.00	strongly agree

Section 3 the evaluation of trait theory which test the trait of people who answer the questionnaire, in this survey are focusing on the people who have the openness trait theory. So the questionnaire consisted of 5 questions, use the 5 rating scale.

1 is mean the people who answer the question are openness trait is strongly disagree.

2 is mean the people who answer the question are openness trait is disagree.

3 is mean the people who answer the question are openness trait is neutral.

4 is mean the people who answer the question are openness trait is agree.

5 is mean the people who answer the question are openness trait is strongly agree.

Average Score	Meaning
1.00 – 1.49	strongly disagree
1.50 – 2.49	disagree
2.50 – 3.49	neutral
3.50 – 4.49	agree
4.50 – 5.00	strongly agree

Section 4 the evaluation of price perception which test the satisfaction with price from the people who answer the question by ask their about the average price which less than 1,000 THB, 1,000 – 3,000 THB, 3,100 – 6,000 THB, and more than 6,000 THB. The questionnaire require one answer to the people who stayed in non – franchising hotel in Koh – Samui.

Section 5 the evaluation of price perception which test the satisfaction with the price from the people who answer the questionnaire, in this survey are focusing on the people who stayed in non – franchising hotel. So the questionnaire consisted of 2 questions, use the 5 rating scale. In this section are test about the satisfaction of the price were reasonable or unreasonable. So the questionnaire consisted of 1 questions, use the 5 rating scale as well.

1 is mean the people who answer the question are satisfaction with the price is strongly disagree.

2 is mean the people who answer the question are satisfaction with the price is disagree.

3 is mean the people who answer the question are satisfaction with the price is neutral.

4 is mean the people who answer the question are satisfaction with the price is agree.

5 is mean the people who answer the question are satisfaction with the price is strongly agree.

Average Score	Meaning
1.00 – 1.49	strongly disagree
1.50 – 2.49	disagree
2.50 – 3.49	neutral
3.50 – 4.49	agree
4.50 – 5.00	strongly agree

Section 6 the evaluation of electronic word of mouth which test the word of mouth is the one factor that influence to the customer decision making by use the people who answer the questionnaire, in this survey are focusing on the people who stayed in non – franchising hotel. So the questionnaire consisted of 5 questions, use the 5 rating scale.

1 is mean the people who answer the question are use the electronic world of mouth for choosing the hotel are strongly disagree.

2 is mean the people who answer the question are use the electronic world of mouth for choosing the hotel are disagree.

3 is mean the people who answer the question are use the electronic world of mouth for choosing the hotel are neutral.

4 is mean the people who answer the question are use the electronic world of mouth for choosing the hotel are agree.

5 is mean the people who answer the question are use the electronic world of mouth for choosing the hotel are strongly agree.

Average Score	Meaning
1.00 – 1.49	strongly disagree
1.50 – 2.49	disagree
2.50 – 3.49	neutral
3.50 – 4.49	agree
4.50 – 5.00	strongly agree

Section 7 the evaluation of service quality which test about the service quality is the one factor that influence to the customer satisfaction by use the people who answer the questionnaire, in this survey are focusing on the people who stayed in non – franchising hotel. So the questionnaire consisted of 15 questions, use the 5 rating scale.

1 is mean the people who answer the question are satisfaction with service quality are strongly disagree.

2 is mean the people who answer the question are satisfaction with service quality are disagree.

3 is mean the people who answer the question are satisfaction with service quality are neutral.

4 is mean the people who answer the question are satisfaction with service quality are agree.

5 is mean the people who answer the question are satisfaction with service quality are strongly agree.

Average Score	Meaning
1.00 – 1.49	strongly disagree
1.50 – 2.49	disagree
2.50 – 3.49	neutral
3.50 – 4.49	agree
4.50 – 5.00	strongly agree

3.5 Pilot test

The objective of pilot test, the researcher would like to ensure the completely obviously to understand for measurable items and process time complete.

Accordingly to in – depth questionnaire interview the traveler who stayed in the non – franchising hotel in Koh – Samui area respondent by the researcher contact to the hotel which is relate on the purpose of research to get the questionnaire to their customer and the other is get the questionnaire to the tourist at the pier.

3.6 Data collections

The data were collected by the researcher herself by asking people who have stayed at non-franchising hotels to fill in the surveys. Surveys were given out from December 2015 throughout January 2016 or one whole month of data collection.

Methods of data collections are listed below:

Step 1 Issue research permission papers from Bangkok University to be presented to non-franchising hotels for collecting surveys purpose.

Step 2 Present permission papers to non-franchising hotels and Seatran pier to make appointment to interview their customer which choosing the hotel that is relate on the research purpose.

Step 3 Hand surveys to people who stay at non-franchising hotels and interview the tourist at the pier.

Step 4 Collect surveys and analyse whether some of the surveys are false and reach the number of 300 as planned. The researcher gave out 350 surveys and collected 325 good surveys in total.

3.7 Statistical procedures

The researcher have using the descriptive statistic, scale reliability, and linear regression for analyse the data as statistical procedure in this research which the researcher have to create statistic for analyse the data result. That answer the purpose of study in each part and divided as below:

Part 1 Demographic of respondent as the descriptive statistic to analyse the data as percentage.

Part 2 Measurement reliability and Composite score to use the reliability scale and descriptive statistic for analyse the data which indicate with Mean, Standard Deviation, and Cronbach's Alpha.

Part 3 Describes the rating scale of result in each question of all factors, and use the descriptive statistic indicate to Mean and Standard Deviation.

Part 4 Multiple regression linear analysis for test the model and individual assumption which indicate to the result of Linear, normality, homoscedasticity graph.

Part 5 Describe regression result of under standardize coefficient indicate to the result of Beta which Significant level is < 0.05 and collinearity statistic of tolerance and VIF to summarize the hypothesis testing.



CHAPTER 4

DATA ANALYSIS

4.1. Introduction

The data analyze the researcher use the descriptive statistics and the multivariate statistics to analyze the data. So the data analyze are 6 step as below.

4.1.1 The demographic data from the sample size.

4.1.2 The data diagnostics tests of normality, homoscedasticity, and linearity.

4.1.3 Descriptive statistic of the underlying constructs which in the model that influencing to the consumer behavior as the trait of person, in this case are focusing on the people who are the openness, perception price, electronic word of mouth, and perception quality. Which factor are influencing to the customer decision making to choose the non – franchising hotel in the koh – samui area.

4.1.4 Multiple regression analysis including the correlation matrix and tests of model assumptions.

4.1.5 Hypothesis testing

4.2. Demographic profile of the sample size

Table 4.1: Demographic profile of the sample size (n = 325)

Variable	total	percentage
1. Age		
20 or less	31	9.53
21 – 25	99	30.47
26 – 30	78	24
31 – 35	46	14.15
36 – 40	25	7.70
More than 40	46	14.15
Total	325	100.00
2. Gender		
Male	163	50.15
Female	162	49.85
Total	325	100.00
3. Education		
High School	90	27.70
Vacation School	13	4
University	222	68.30
Total	325	100.00
4. Marital Status		
Married	70	21.55
Single	202	62.15
Other	53	16.30
Total	325	100.00

(Continued)

Table 4.1 (Continued): Demographic profile of the sample size (n = 325)

Variable	total	percentage
5. Occupation		
Student	64	19.69
Private Company	136	41.84
Government	23	7.10
Self – Employed	59	18.15
No Work	16	4.92
Others	27	8.30
Total	325	100.00
6. Monthly Earn		
3,000 US dollars or less	132	40.61
3,100 – 6,000 US dollars	114	35.08
6,100 – 9,000 US dollars	27	8.30
9,100 – 12,000 US dollars	11	3.40
12,100 US dollars or above	41	12.61
Total	325	100.00
7. Nationality		
Thai	32	9.85
France	33	10.15
British	79	24.30
USA	13	4
Russian	14	4.30
Others	154	47.40
Total	325	100.00

From the demographic data analysis which the data from the group of sample size by using the statistical analysis from the table 4.1. The analysis found the larger group of tourism who answer the questionnaire have age between 21 – 25 years old which is total 99 person or about 30.47 percent, the second is the age between 26 – 30

years old which the total is 78 person or about 24 percent, age between 31 – 35 and more than 40 years old is the same total is 46 person or about 14.15 percent, the age 20 or less is 31 person or about 9.53 percent, and age between 36 – 40 years old which the total is 25 person or about 7.70 percent.

In term of gender the data analysis found the result which is people who answer the questionnaire is male which the total is 163 person or about 50.15 percent and female is 162 or about 49.85 percent.

In term of education from the sampling group of the group of people who answer the questionnaire almost is graduate from university 222 person or 68.30 percent, the second is graduate from high school is 90 person or about 27.70 percent, and the last is graduate from vacation school is 13 person or about 4 percent.

In term of marital status of the group of sampling or the group of people who answer the questionnaire is single is 202 person or about 62.15 percent, the second is married is 70 person or 21.55 percent, and others is 53 person or 16.30 percent.

In term of the occupation from the group of sampling almost their working in the private – company which total is 136 person or 41.84 percent, the second there are student which total is 64 person or 19.69 percent, work in self – employed which total is 59 person or 18.15 percent, work in the others which not in the list is 27 person or 8.30 percent, work in the government is 23 person or 7.10 percent, and the last is no work is 16 person or 4.92 percent.

In term of monthly earn from the group of sample size or the people who answer the questionnaire almost there have the income of each is 3,000 US dollars or less which total is 132 person or 40.61 percent, the second on is 3,100 – 6,000 US dollars for 114 person or 35.08 percent, the monthly earn 12,100 US dollars or above is 41 person or 12.61 percent, the monthly earn for 6,100 – 9,000 US dollars is 27 person or 8.30 percent, the monthly earn for 9,100 – 12,000 US dollars per month is 11 person or 3.40 percent.

In term of nationality from the people who answer the questionnaire there from others nationality which don't have in the list which is 154 person or 47.40

percent, the second there from British is 79 person or 24.30 percent, from France is 33 person or 10.15 percent, form Thai is 32 person or 9.85 percent, from Russian is 14 person or 4.30 percent, and the last on is from USA is 13 person or 4 percent from the total.

4.3. Development of composite scores.

The composite score have acceptable level on 0.80 – 1.00 is very high and their definition is excellent, 0.70 – 0.79 is high and their definition is good, 0.50 – 0.69 is medium and their definition is fair, 0.30 – 0.49 is low and their definition is poor, if less than 0.30 is very low and their definition is unacceptable. So the acceptable of Cronbach Alpha should more than 0.70 and 0.50 is acceptable. (Cronbach, 1951; Olorunniwo et al., 2006)

4.3.1 Measurement reliability

Behavior Intention.

Table 4.2: Reliability of Behaviour Intention

Reliability Statistics

Cronbach's Alpha	N of Items
.925	3

Table 4.3: Item – Total Statistics of Behaviour Intention

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
bi1	7.56	5.654	.846	.892
bi2	7.32	5.985	.853	.890
bi3	7.70	5.141	.851	.892

Cronbach's alpha of behavior intention is .925 which > 0.7 so measurement is reliable.

Personality trait (Openness)

Table 4.4: Reliability of Personality Trait – Openness

Reliability Statistics

Cronbach's Alpha	N of Items
.610	5

Table 4.5: Item – Total Statistic of Personality Trait – Openness

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ft1	15.38	5.626	.510	.496
ft2	15.15	5.620	.459	.513
ft3	15.49	5.714	.358	.559
ft4	15.94	5.608	.189	.680
ft5	15.28	5.460	.412	.530

Cronbach's alpha of personality trait (openness) is .610 which < 0.7 but > 0.5 which is acceptable so measurement is reliable.

Price perception

Table 4.6: Reliability of Price Perception

Reliability Statistics

Cronbach's Alpha ^a	N of Items
-.637	3

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Table 4.7: Item – Total Statistic of Price Perception

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pp2	6.11	1.107	.006	-.1415 ^a
pp3	7.71	2.402	-.515	.724
pp4	6.03	.900	.050	-1.907 ^a

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Correlation

Table 4.8: Correlation

Correlations

	pp2	pp3	pp4
pp2 Pearson Correlation	1	-.499**	.570**
pp3 Pearson Correlation	-.499**	1	-.417**
pp4 Pearson Correlation	.570**	-.417**	1

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.9: Reliability of Price Perception

Reliability Statistics

Cronbach's Alpha	N of Items
.724	2

Table 4.10: Item – Total Statistic of Price Perception

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pp2	3.90	.832	.570	.
pp4	3.82	.700	.570	.

pp3 is negatively correlated with pp2 and pp4, so pp3 is removed from the measurement of this factor. After removing pp3, reliability improves ($\alpha = .724$), and Cronbach's alpha of price perception > 0.7 so measurement is reliable.

Word of Mouth

Table 4.11: Reliability of Word of Mouth

Reliability Statistics

Cronbach's Alpha	N of Items
.814	5

Table 4.12: Item – Total Statistic of Word of Mouth

Cronbach's alpha of word of mouth is .814 which > 0.7 so this measurement is reliable.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
wom1	9.94	16.042	.409	.833
wom2	11.00	13.778	.687	.752
wom3	11.25	14.132	.712	.747
wom4	11.46	14.638	.663	.762
wom5	10.55	13.563	.582	.788

Perceived service quality

Table 4.13: Reliability of Perceived service quality

Reliability Statistics

Cronbach's Alpha	N of Items
.945	15

Table 4.14: Item-Total Statistics of Perceived service quality

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
pq1	54.17	95.892	.554	.945
pq2	53.91	93.686	.735	.941
pq3	54.09	93.158	.723	.941
pq4	54.40	92.501	.586	.945
pq5	54.33	94.549	.618	.943
pq6	54.04	90.983	.747	.940
pq7	53.99	91.568	.711	.941
pq8	54.08	91.553	.770	.940
pq9	53.89	94.330	.648	.942
pq10	53.85	92.348	.773	.940
pq11	54.02	92.558	.718	.941
pq12	54.06	90.682	.803	.939
pq13	54.04	90.294	.809	.939
pq14	54.11	91.708	.750	.940
pq15	54.17	92.238	.719	.941

Cronbach's alpha of perceived service quality is .945 which > 0.7 so measurement is reliable.

4.3.2. Creating composite score

The composite score of each factor calculate by each average items that measure that factor.

Table 4.15: Descriptive Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Behavior	325	1.00	5.00	3.7651	1.16087
trait	325	2.20	5.00	3.8622	.56499
price	325	1.00	5.00	3.8569	.77499
WOM	325	1.00	5.00	2.7095	.92833
quality	325	1.13	5.00	3.8626	.68576
Valid N (listwise)	325				

4.4 Descriptive Statistic

Descriptive statistic is explanation about rating scale of survey in each of factor which is influence to the customer decision making to choose non – franchising hotel. So in this have five different scale including behavior intention, personality trait (openness), price perception, word of mouth, and perceived service quality.

Table 4.16: The level of Behaviour Intention (n=325)

Variable	Mean	Std. Deviation	Definition
Behaviour Intention	3.80	1.20	High
The probability I will use this hotel again.	3.73	1.20	High
The likelihood that I would recommend this hotel to a friend.	3.97	1.15	High
If you had to come back again, - you would choose the same hotel.	3.59	1.30	High

From the data analysis test show the result about the behaviour intention which have the mean is 3.80, so the question which ask the likelihood that would recommend the hotel to a friend have the higher mean is 3.97, the probability their will use the hotel again the mean is 3.73 and if there have the opportunity to come back again, their will choose the same hotel mean is 3.59

Table 4.17: The level of personality trait focusing on openness. (n=325)

Variable	Mean	Std. Deviation	Definition
Personality trait (Openness)	3.90	.60	High
Is original, come up with new idea.	3.93	.70	High
Is curious about many different things.	4.16	.80	High
Is ingenious, a deep thinker.	3.82	.90	High
Prefer work that is routine (r).	3.37	1.20	High
Has an active imagination.	4.03	.90	High

From the data analysis test show the result about the personality trait theory in this case are focusing on the group of people that openness which have the mean is 3.90, so the question which ask the Is curious about many different things have the higher mean is 4.16, has an active imagination the mean is 4.03, the original come up with new idea mean is 3.93, the ingenious a deep thinker mean is 3.82, and the last is prefer to work that is routine (r) mean is 3.37.

Table 4.18: The level of price perception (n=325)

Variable	Mean	Std. Deviation	Definition
Price perception	3.90	.80	Neutral
Satisfaction paying per night	3.82	.90	High
The price of this hotel are reasonable.	3.90	.90	High

From the data analysis test show the result about the price perception which have the mean is 3.90, so the question which ask the price of hotel are reasonable in the higher mean is 3.90, the second is satisfaction paying per night mean is 3.82.

Table 4.19: The level of word of mouth (n=325)

Variable	Mean	Std. Deviation	Definition
Word of mouth	2.71	.90	Neutral
Read other traveler's online review – to know more about hotel.	3.61	1.20	High
Consulted with the other traveler's – online to know more about hotel.	2.55	1.21	Neutral
Discussed with other traveler's – online to know more about hotel.	2.30	1.14	Low
Participated in online discussion about the hotel.	2.09	1.12	Low

(Continued)

Table 4.19 (Continued): The level of word of mouth (n=325)

Variable	Mean	Std. Deviation	Definition
Gathered information from other traveler online before decided to make the reservation at the hotel.	3.00	1.40	Neutral

From the data analysis test show the result about the word of mouth which have the mean is 2.71, so the question which ask about customer are read other traveller's online review to know more about hotel so the result have shown the mean is 3.61 which is the higher score, the second is gathered information from other traveller online before decided to make the reservation at the hotel mean is 3.00, consulted with the other traveller's online to know more about hotel mean is 2.55, discussed with other traveller's online to know more about hotel mean is 2.30, and the last is participated in online discussion about the hotel mean is 2.09

Table 4.20: The level of satisfaction of service quality. (n=325)

Variable	Mean	Std. Deviation	Definition
Satisfaction of service quality	3.93	.70	High
Satisfaction with the visual – appealing of the hotel physical facilities.	3.77	.85	High
Satisfaction with the hotel's – employees' dress and neat appearance.	4.03	.80	High
Satisfaction with the fact – that the appearance of physical facilities of the hotel is in keeping with type of service provided.	3.85	.85	High
Satisfaction with the fact that the – hotel has modern – looking equipment.	3.54	1.08	High
Satisfaction with the fact that the – material associated with the service.	3.61	.87	High
Satisfaction with the prompt service – from hotel employees.	3.90	.97	High
Satisfaction with the fact that – hotel's employee never being too busy to respond the request.	3.94	.98	High

(Continued)

Table 4.20 (Continued): the level of satisfaction of service quality. (n=325)

Variable	Mean	Std. Deviation	Definition
The fact that employee behavior – instils confidence in customer are satisfying.	3.86	.91	High
Satisfaction with the safety when – transaction with the hotel's employees.	4.05	.85	High
Satisfaction with the courteousness – of hotel's employees.	4.09	.86	High
Satisfaction with ability of hotel's – employee to answer the question.	3.92	.90	High
Satisfaction with the individual – attention which received from the hotel.	3.88	.93	High
Satisfaction with the personal – attention which received from the employees.	3.90	.95	High
Satisfaction with the fact that – employees are having the best interest at heart.	3.83	.92	High
Satisfaction with the ability – of the hotel's employees to understand the specific needs.	3.77	.92	High

From the data analysis test show the result about the satisfaction of service quality from the customer which have the mean is 3.93, so the question which ask satisfaction with the courteousness of hotel's employee the mean is higher mean is 4.09 is the highest and the last is Satisfaction with the fact that the hotel has modern looking equipment which mean is 3.54 is the lowest.



4.5 Multiple regression analysis.

4.5.1 Test of model assumptions.

4.5.1.1. Descriptive statistics.

In this research report are focusing on which factor are influence to the customer decision to choosing the non – franchising hotel, so the factor as behaviour intention in the dependent variable and price perception, trait theory (openness), word of mouth (WOM), and satisfaction of service quality, all of this factor are the independent variable.

Table 4.21: Correlations

		Mean	Std. Deviation	behavior	trait	price	WOM	quality
Behavior	Pearson Correlation	3.7651	1.16087	1	.000	.16**	.02**	.31**
trait	Pearson Correlation	3.8622	.56499	.09	1	.00	.00	.02**
price	Pearson Correlation	3.8569	.77499	.40**	.66	1	.00	.15**
WOM	Pearson Correlation	2.7095	.92833	.16**	-.35	.04	1	.01
quality	Pearson Correlation	3.8626	.68576	.56**	.16**	.40**	.10	1

** . Correlation is significant at the 0.01 level (2-tailed).

4.5.1.2. Test of individual assumptions.

The data multiple regression analysis is the general statistical technique for analyze the relationship between dependent variable and independent variable (Hair, Joseph F, multivariate data analysis with reading p, 17). In this research are using the three module as the linear variation, normality and homoscedasticity.

Linearity which using the scatter plot between behavior intention and independent variable as personality trait (openness), price perception, word of mouth, and perceived service quality.

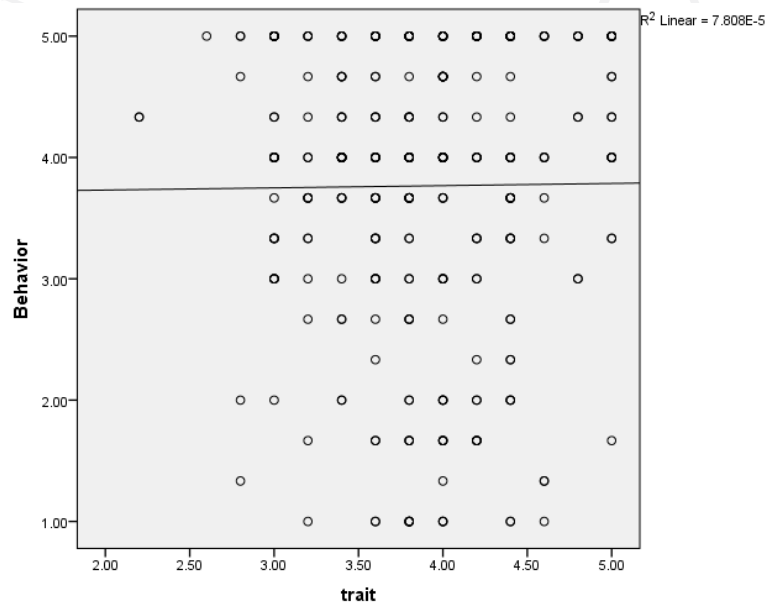


Figure 4.1: Linearity of Personality Trait – Openness

Problem with linearity between the scatter plot showed non – linearity relationship between behavior intention and personality trait (openness).

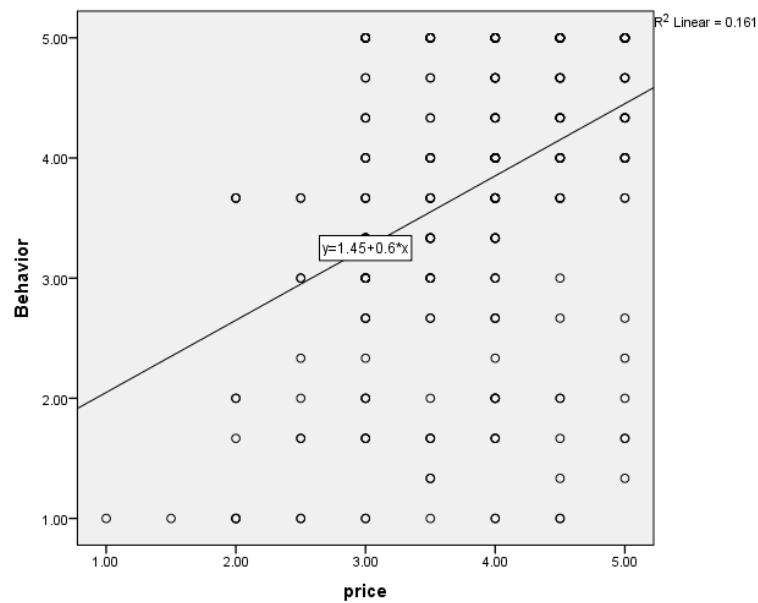


Figure 4.2: Linearity of Price Perception

Problem with linearity between the scatter plot showed mild non – linearity relationship between behavior intention and price perception.

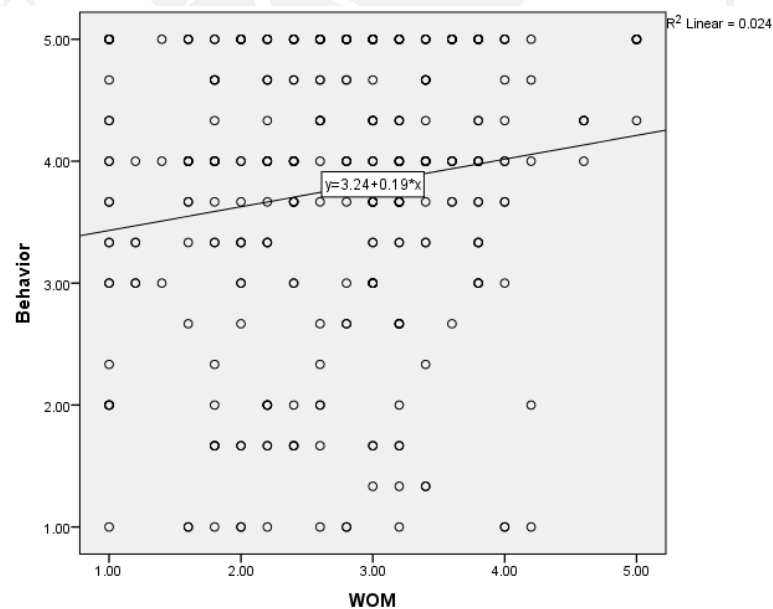


Figure 4.3: Linearity of Word of Mouth

Problem with linearity between the scatter plot showed non – linearity relationship between behavior intention and word of mouth.

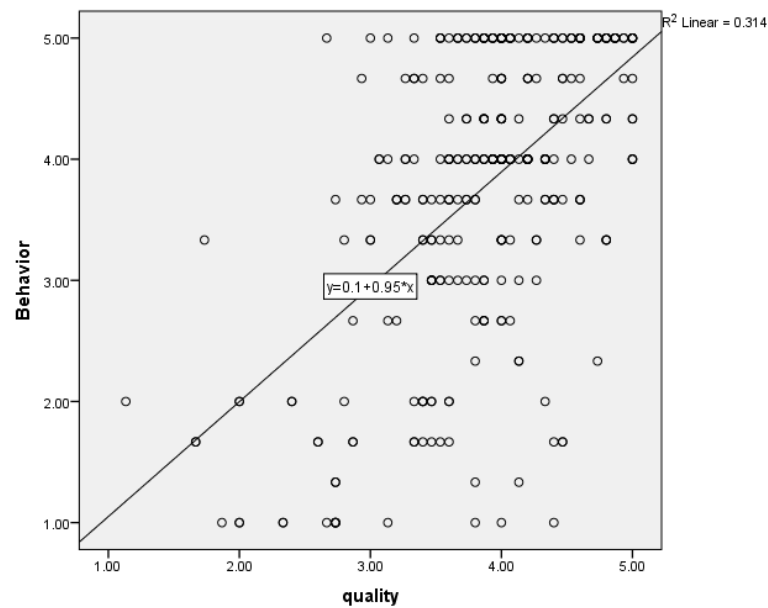


Figure 4.4: Linearity of Satisfaction of Service Quality

Problem with linearity between the scatter plot showed mild non – linearity relationship between behavior intention and perception service quality.

Normality using the Q – Q plot to analyze the data.

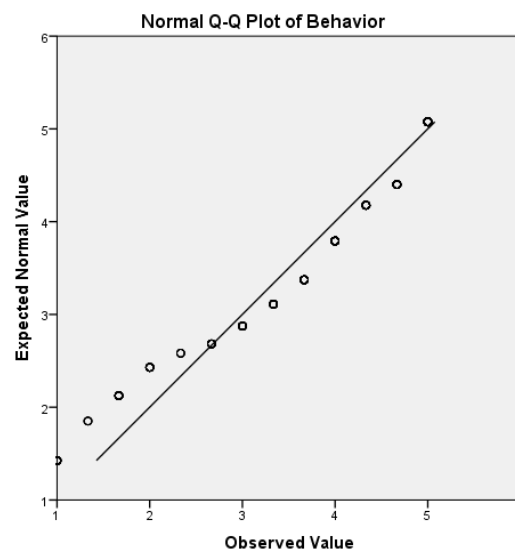


Figure 4.5: The distribution of variable data recognition of behaviour intention.

Normality Q – Q plot of behaviour intention showed non – normal pattern.

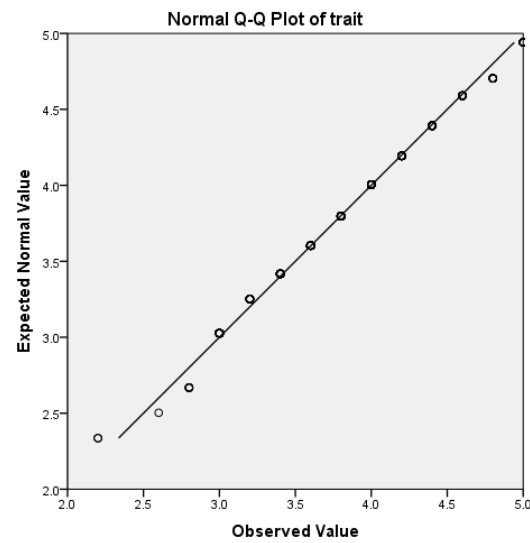


Figure 4.6: The distribution of variable data recognition of perceived trait theory

Normality Q – Q plot of personality trait (openness) showed mild non – normal pattern.

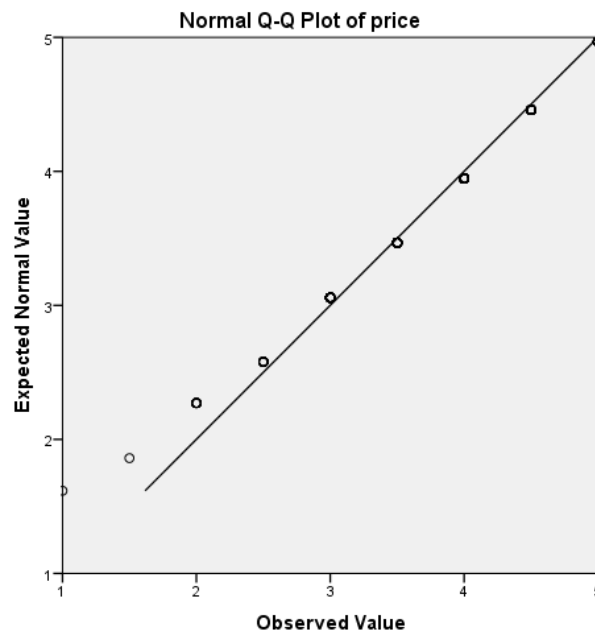


Figure 4.7: The distribution of variable data recognition of perceived price.

Normality Q – Q plot of perceived price showed mild non – normal pattern.

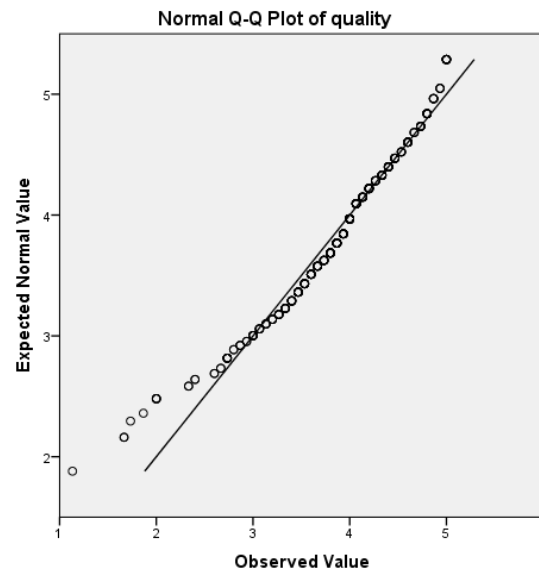


Figure 4.8: The distribution of variable data recognition of satisfaction of service quality.

Normality Q – Q plot of perceived service quality showed mild non – normal pattern.

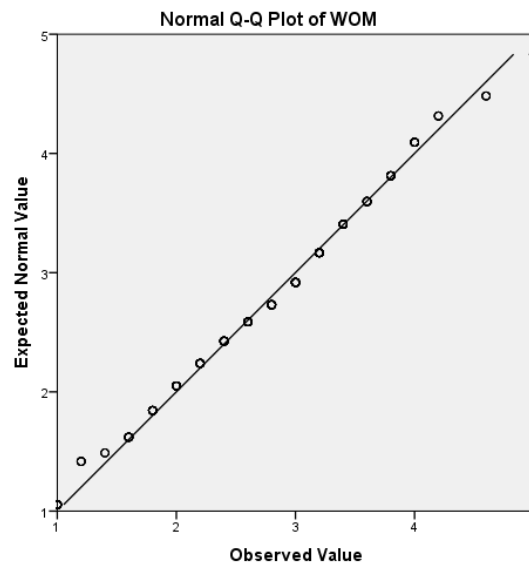


Figure 4.9: The distribution of variable data recognition of word of mouth.

Normality Q – Q plot of word of mouth showed mild non – normal pattern.

Homoscedasticity

The Homoscedasticity are used in case of the variance of the error term (e_1) happened constant over a range of X values. The assumption of equal variance of population error (ϵ_1), ϵ_1 are in the estimated from e_1 , which is critical to the proper application of linear regression. In term of the error are increase or modulating variance, and the data are heteroscedastic.

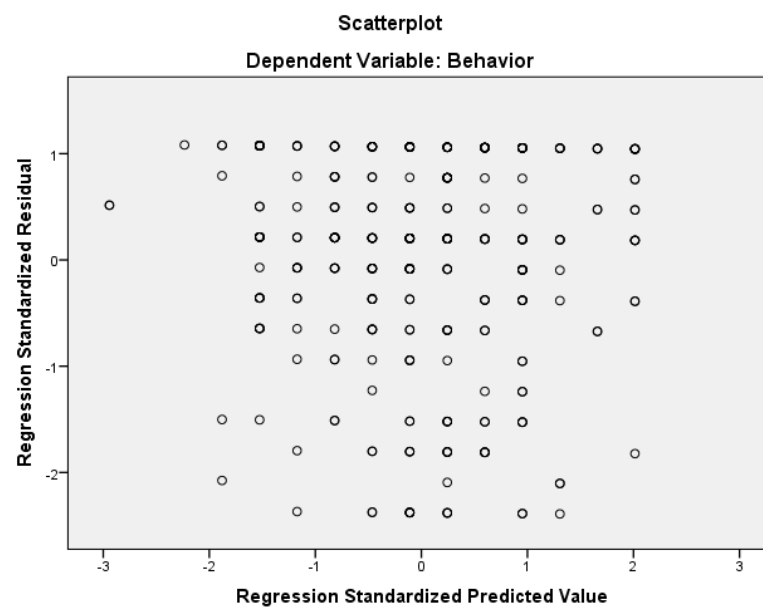


Figure 4.10: Regression standardize residual in case of the trait theory is the independent variable.

This scatter plot is mild heteroscedasticity.

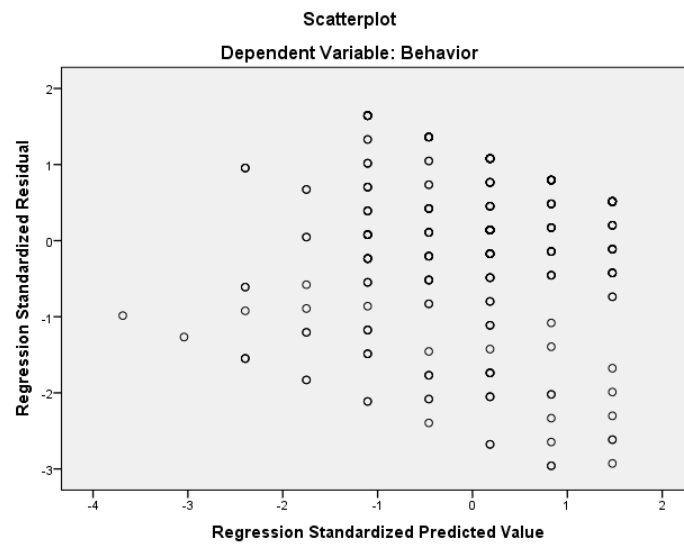


Figure 4.11: Regression standardize residual in case of the price perception is the independent variable.

This scatter plot is heteroscedasticity.

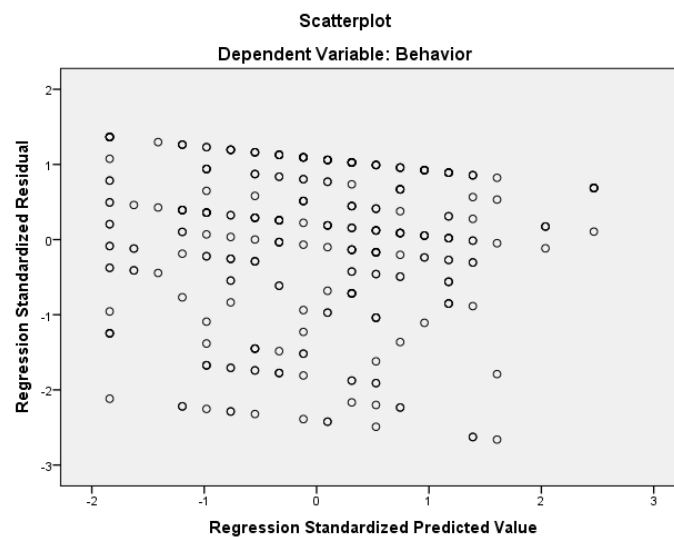


Figure 4.12: Regression standardize residual in case of the word of mouth (WOM) is the independent variable.

This scatter plot is mild heteroscedasticity.

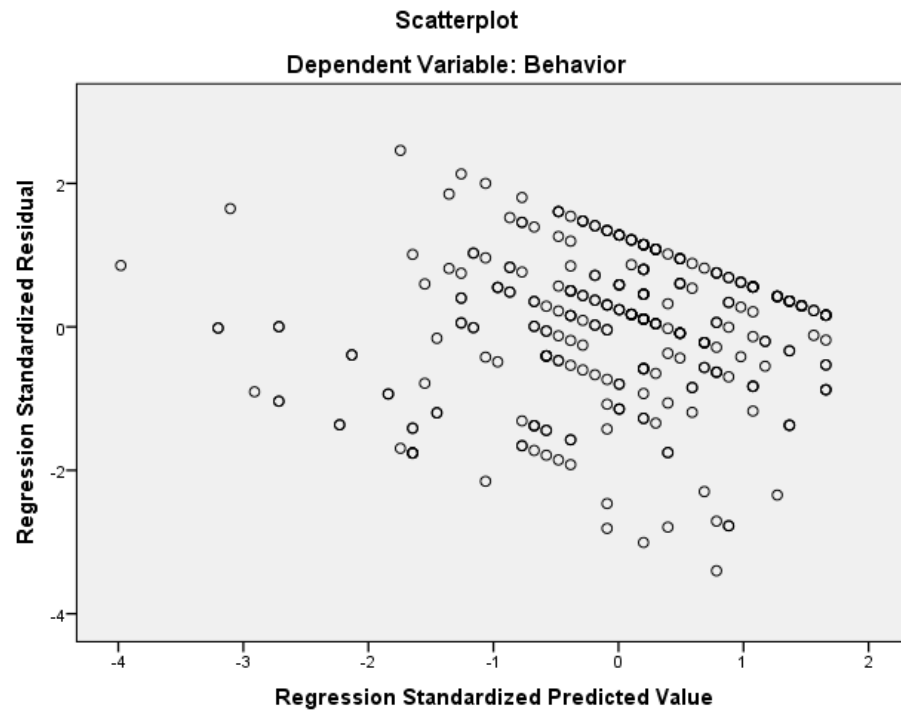


Figure 4.13: Regression standardize residual in case of the satisfaction of service quality is the independent variable.

This scatter plot is heteroscedasticity.

4.5.1.3. Test of model assumption.

Normality

Normality is the assumption of multivariate analysis which showed the shape of data distribution for variable of individual metric. So normality prefer to use F and T statistic because the result test are invalid and normal distribution are sufficiently large.

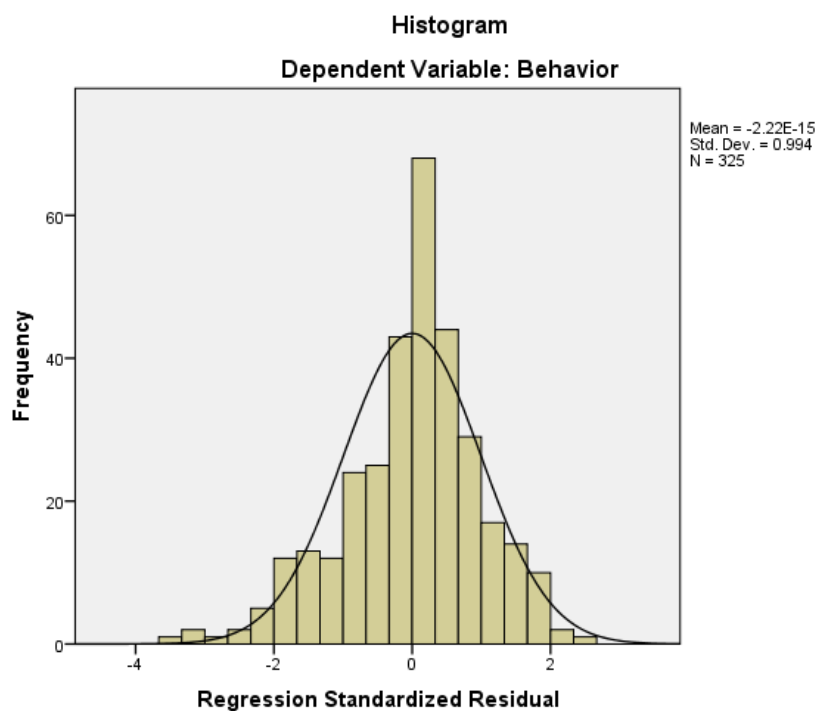


Figure 4.14: Histogram

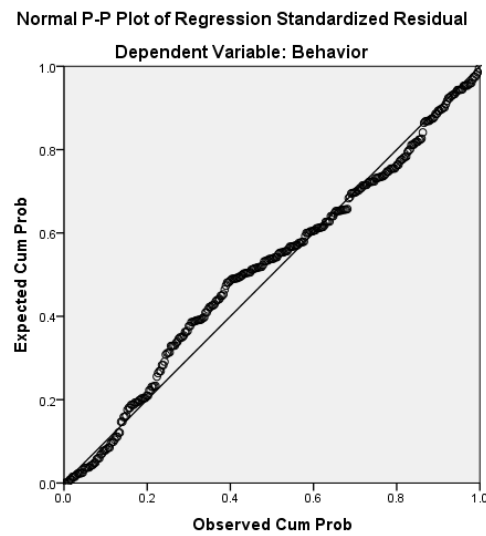


Figure 4.15: Normal P-P Plot of Regression Standardized Residual

Histogram and normal p – p plot display some non – normality problem with the data.

Homoscedasticity

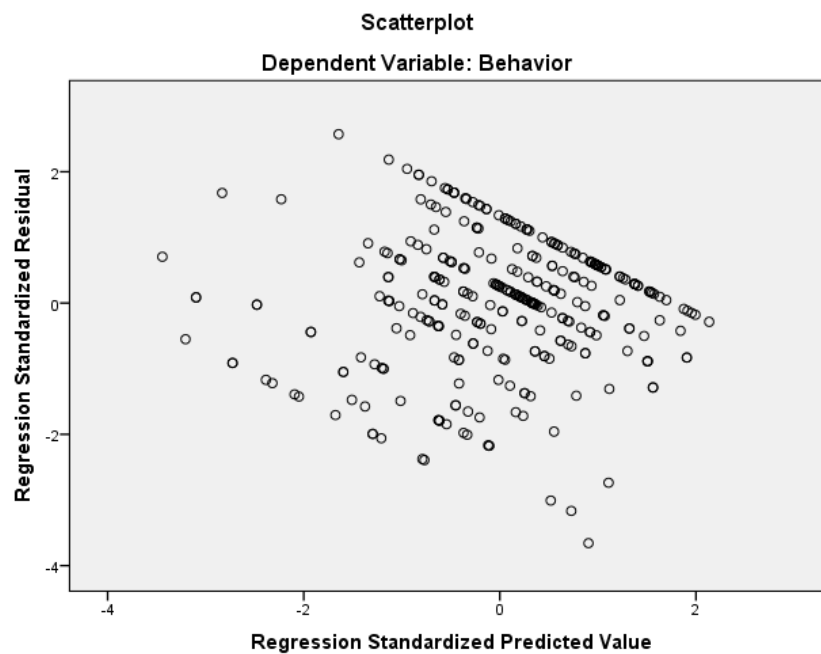


Figure 4.16: Scatterplot

This scatter plot is heteroscedasticity.

Multicollinearity

Multicollinearity happen when two variable are have the relationship with each other. If the variables are correlated, the regression coefficients may be wrong and effected to the wrong signs (Hair, Joseph F, multivariate data analysis with reading p, 42). Which have VIF is a measure of multicollinearity to calculate by inverse tolerance value, so the highest multicollinearity are reflect to lower tolerance and tolerance the measure of multicollinearity as the total of variability to choosing the dependent variable which relate to two or more independent variable. So multicollinearity in multiple linear regression the tolerance should > 0.1 or $VIF < 10$ for all variable. (Hair, Black, Babin, and Anderson, 2010, page 201)

4.6 Regression results.

Table 4.22: Coefficient

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-0.296	0.476		-0.623	0.534		
trait	-0.157	0.093	-0.076	-1.694	0.091	0.973	1.028
price	0.316	0.073	0.211	4.352	0.000	0.841	1.189
WOM	0.119	0.056	0.095	2.117	0.035	0.987	1.013
quality	0.809	0.083	0.478	9.709	0.000	0.816	1.226

a. Dependent Variable: Behavior

From the figure 4.32 showed the summary of regression result of all the independent variable as satisfaction of service quality, trait theory, perception price and word of mouth. Which have the behaviour intention as a dependent variable.

From Hair, Black, Babin and Anderson in Multivariate Data analysis page 20

suggestion that significant as P – value couldn't more than 0.05 or equal and couldn't less than 0.001. So the relationship between dependent variable as behaviour intention and independent variable as satisfaction of service quality, trait theory, perception price, and word of mouth. Have a significant factor is price perception ($\beta = 0.32$; $P = 0.00$), word of mouth ($\beta = 0.12$; $P = 0.04$), perceived service quality ($\beta = 0.81$; $P = 0.00$), and non – significant is personality trait (openness) ($\beta = - 0.16$; $P = 0.09$).

4.7 Hypothesis testing.

Table 4.23: Hypothesis Assumption

Hypothesis	Result
H1 Perceived Price which influence on tourists' decision to – choose a non – franchise hotel.	Support to customer decision making.
H2 Satisfaction of Service Quality which influence on – tourists' decision to choose a non – franchise hotel.	Support to customer decision making.
H3 Personality – Openness which influence on tourists' – decision to choose a non – franchise hotel.	Does not support to the – customer decision making.
H4 Word of Mouth which influence on tourists' decision to – choose a non – franchise hotel.	Support to customer decision making.

From the result of hypothesis testing which showed the assumption of factor that significant is price perception, word of mouth, perceived service quality and non – significant is personality trait (openness) which research observed the reason of non – significant is from the group of people who answer the question is many nationality so that made the result of data is unstable.



CHAPTER 5

CONCLUSION, DISCUSSION AND RECOMMENDATION.

The assumption of this research are including all of things in this chapter, for affordable to read and understanding in each important factor which is influencing to the customer decision making to choosing the non – franchising hotel in Koh – Samui area by using each factor as behaviour intention, trait theory, perceived price, word of mouth, and satisfaction of service quality.

The propose of this research are focusing on which factor are influencing to the customer decision making, by use the behaviour intention as the dependent variable and use the trait theory, perceived price, word of mouth, and satisfaction of service quality as the independent variable.

5.1 Conclusions

Table 5.1: Demographic profiles

Variable	total	percentage
1. Age		
20 or less	31	9.53
21 – 25	99	30.47
26 – 30	78	24
31 – 35	46	14.15
36 – 40	25	7.70
More than 40	46	14.15
Total	325	100.00
2. Gender		
Male	163	50.15
Female	162	49.85
Total	325	100.00

(Continued)

Table 5.1 (Continued): Demographic profiles

Variable	total	percentage
3. Education		
High School	90	27.70
Vacation School	13	4
University	222	68.30
Total	325	100.00
4. Marital Status		
Married	70	21.55
Single	202	62.15
Other	53	16.30
Total	325	100.00
5. Occupation		
Student	64	19.69
Private Company	136	41.84
Government	23	7.10
Self – Employed	59	18.15
No Work	16	4.92
Others	27	8.30
Total	325	100.00
6. Monthly Earn		
3,000 US dollars or less	132	40.61
3,100 – 6,000 US dollars	114	35.08
6,100 – 9,000 US dollars	27	8.30
9,100 – 12,000 US dollars	11	3.40
12,100 US dollars or above	41	12.61
Total	325	100.00

(Continued)

Table 5.1 (Continued): Demographic profiles

Variable	total	percentage
7. Nationality		
Thai	32	9.85
France	33	10.15
British	79	24.30
USA	13	4
Russian	14	4.30
Others	154	47.40
Total	325	100.00

From the demographic data analysis showed the assumption of the group of tourist who choose the non – franchising hotel in Koh – Samui area which is total 325 person, almost male in total is 50.15 percent, age between 21 – 25 years old total is 30.47 percent, the graduated in university total is 68.30 percent, marital status is single total is 62.15 percent, the occupation is private company total is 41.84 percent, the monthly earn 3,100 – 6,000 US dollars total is 35.08 percent, and almost nationality is others which is not in the list (Thai, France, British, USA, Russian) of questionnaire total is 47.40 percent.

5.1.2 Summary of the results

Table 5.2: Regression result

Model	B	Level of Significant
1. (constant)	-0.296	0.534
Personality(openness)	-0.157	0.091
Price	0.316	0.000
WOM	0.119	0.035
Quality	0.809	0.000

From the result which the researcher found the factor that influence to the customer decision making is the word of mouth has the significant at .035, the satisfaction of service quality has the significant at .000, the price perception has the significant at .000 which all of this factor are related to the theory of Hair, Black, Anderson and Babin in multivariate data analysis which is the significant level is P – value $< .05$ is acceptable so that mean the quality of service, word of mouth, and perceived price is the important factor that influence to the customer to choose the non – franchising hotel. But in term of personality trait (openness) which is non – significant, it's probably from the observation is many nationality and different culture has made the result are unstable.

Table 5.3: Hypothesis testing

Hypothesis	Result
H1 Perceived Price which influence on tourists' decision to – choose a non – franchise hotel.	Significant to customer decision making.
H2 Satisfaction of Service Quality which influence on – tourists' decision to choose a non – franchise hotel.	Significant to customer decision making.
H3 Personality – Openness which influence on tourists' – significant decision to choose a non – franchise hotel. the customer	Doesn't to decision making.
H4 Electronic Word of Mouth which influence on – tourists' decision to choose a non – franchise hotel.	Significant to customer decision making.

From the result of hypothesis testing which showed the assumption of factor that significant is price perception, word of mouth, perceived service quality and non – significant is personality trait (openness) which research observed the reason of non – significant is from the group of people who answer the question is many nationality so that made the result of data is unstable.

5.2 Discussion

The discussion result with the factor that influence to the customer decision making to choose non – franchising hotel in Samui Island, as the price perception, word of mouth, perceived service quality, and personality trait (openness). So the researcher have found the result that indicated to consistence hypothesis and support the research in the literature review.

From the regression result showed the significant factor that influence to the customer decision making to choosing non – franchising hotel < .05 level is price perception, word of mouth, and perceived service quality.

First, in term of price perception influence to behavior intention are positive in .000 significant level which relate to research of Valarie A. Zeithaml (1988) has showed the price is the abilities of customer to purchase the goods or service is depend on the price of that things.

Second, satisfaction of service quality influence to behavior intention are positive in .000 significant level which relate to the previous research of Giese and Cote (2000) has define the satisfaction of service quality as the summary affective response of varying intensity with the specific time point of determination and limited duration and consumption. And perceived service as the “discrepancy between what the customer feel that service provider should offer and their perception of what the service firm actually offers” (Parasuraman, Zeithaml and Berry (1988) So the person who are received service from the business that feel good or not is depend on the service quality.

Third, word of mouth influence to behavior intention are positive in .035 significant level which relate to the previous research of Westbrook (1987) showed the definition of word of mouth is the communication of consumer about goods or service in the informal way which is the oldest way to spreading the information and this is the important factor that influence to the consumer decision making to purchase any goods or service. (Walker, 1995; Soderlund & Rosengren, 2007)

But in term of personality trait (openness) which is not significant to behavior intention at .091 level, so that is not relate on the previous research because of the survey question has many different nationality who have the different culture and

attitude answer the question that make the assumption of research are unstable and effected to the result have non – significant level.

5.3 Managerial Implication

From the result of research analysis in the previous chapter has showed the result of studying in each factor as satisfaction of service quality, word of mouth, and price perception which factor are influence to the customer decision making. So all of the factor that significant have the meaning is influence to the customer decision making. But in term of personality trait (openness) which is non – significant because of the different nationality of the people who answer the question, So the hotel business can use this research as a guide line to apply for developing each of department in their business even in term of marketing to apply for using as creating the promotion which is directly to the customer needs.

5.4 Recommendation for Future Research

From the result which testing by each factor, so the next research can follow the factor in this research because there are usefulness for research in term of hotel industry. But the problem with the nationality effected to trait openness that make the result are non – significant so the next research should specific to the one nationality for reducing the factors that cause disturbances to the assumption.

BIBLIOGRAPHY

- Ajzen, I., & Fishbein, M. (1977). Attitude-behavior relations: A theoretical analysis and review of empirical research. *Psychological bulletin*, 84(5), 888.
- Arnould, E. J., & Thompson, C. J. (2005). Consumer culture theory (CCT): Twenty Years of research. *Journal of consumer research*, 31(4), 868-882.
- Amatulli, C., & Guido, G. (2011). Determinants of purchasing intention for fashion Luxury goods in the Italian market: A laddering approach. *Journal of Fashion Marketing and Management: An International Journal*, 15(1), 123-136.
- Aaltonen, T., González, B. Á., Amerio, S., Amidei, D., Anastasov, A., Annovi, A., & Arisawa, T. (2011). Evidence for a mass dependent forward-backward Asymmetry in top quark pair production. *Physical Review D*, 83(11), 112003.
- Barrick, M. R., & Mount, M. K. (1991). The big five personality dimensions and job performance: a meta-analysis. *Personnel psychology*, 44(1), 1-26.
- Buttle, F. A. (1998). Word of mouth: understanding and managing referral Marketing. *Journal of strategic marketing*, 6(3), 241-254.
- Bruner, G. C., Hensel, P. J., & James, K. E. (2005). *Marketing scales handbook*. Chicago: American Marketing Association.
- Bonner, E. T., & Friedman, H. L. (2011). A conceptual clarification of the experience of awe: An interpretative phenomenological analysis. *The Humanistic Psychologist*, 39(3), 222-235.
- Botwin, M. D., & Buss, D. M. (1989). Structure of act-report data: Is the five-factor Model of Personality recaptured. *Journal of Personality and social Psychology*, 56(6), 988.

- Borgatta, E. F. (1964). The structure of personality characteristics. *Behavioral Science*, 9(1), 8-17.
- Bright, A. D. (2003). A within-subjects/multiple behavior alternative application of the theory of Reasoned action: a case study of preferences for recreation facility Development. *Leisure Sciences*, 25(4), 327-340.
- Bolton, R. N., & Lemon, K. N. (1999). A dynamic model of customers' usage of Services: Usage as an antecedent and consequence of satisfaction. *Journal of marketing Research*, 36(2), 71-186.
- Bouchard, T. J., & McGue, M. (2003). Genetic and environmental influences on human psychological differences. *Journal of neurobiology*, 54(1), 4-45.
- Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. *psychometrika*, 16(3), 297-334.
- Cronin, J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, Value, and Customer satisfaction on consumer behavioral intentions in service Environments. *Journal of retailing*, 76(2), 193-218.
- Department of Tourism. (2015): *Visitor Statistics 2015*. Retrieved from <http://newdot2.samartmultimedia.com/home/details/11/221/24246>
- Eisend, M., & Stokburger-Sauer, N. E. (2013). Brand personality: A meta-analytic Review of antecedents and consequences. *Marketing Letters*, 24(3), 205-216.
- Easton, D. F., Pooley, K. A., Dunning, A. M., Pharoah, P. D., Thompson, D., Ballinger, D. G., & Wareham, N. (2007). Genome-wide association study Identifies novel breast cancer susceptibility loci. *Nature*, 447(7148), 1087-1093.

- Erevelles, S., & Leavitt, C. (1992). A comparison of current models of consumer Satisfaction/Dissatisfaction. *Journal of consumer satisfaction, dissatisfaction and Complaining behaviour*, 5(10), 104-114.
- Eisend, M., & Stokburger-Sauer, N. E. (2013). Brand personality: A meta-analytic Review of antecedents and consequences. *Marketing Letters*, 24(3), 205-216.
- Elliott, M. T., & Speck, P. S. (1998). Consumer perceptions of advertising clutter and its impact across various media. *Journal of Advertising Research*, 38(1), 29-30.
- Fukushima, K., Peterson, B. W., Uchino, Y., Coulter, J. D., & Wilson, V. J. (1977). Direct fastigiospinal fibers in the cat. *Brain research*, 126(3), 538-542.
- Fodness, D., & Murray, B. (1999). A model of tourist information search behavior. *Journal of travel research*, 37(3), 220-230.
- FTA Department of Trade Negotiations. (2010): *Hotel in Thailand* Retrieved from <http://www.thaifta.com/english/dtn/dtneng.html>
- Graham, A., Papalopulu, N., & Krumlauf, R. (1989). The murine and Drosophila homeobox Gene complexes have common features of organization and Expression. *Cell*, 57(3), 367-378.
- Gordon, W. A. (1935). *Handbook of social psychology*: Worcester, Mass: Clark University.
- Graham, A., Papalopulu, N., & Krumlauf, R. (1989). The murine and Drosophila Homeobox gene complexes have common features of organization and Expression. *Cell*, 57(3), 367-378.
- Guilford, J. P., Shneidman, E. S., & Zimmerman, W. S. (1949). The Guilford-

- Shneidman-Zimmerman interest survey. *Journal of consulting Psychology*, 13(4), 302.
- Goldenberg, J., Libai, B., & Muller, E. (2001). Talk of the network: A complex Systems look at the underlying process of word-of-mouth. *Marketing letters*, 12(3), 211-223.
- Giese, J. L., & Cote, J. A. (2000). Defining consumer satisfaction. *Academy of Marketing Science review*, 2000, 1.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic Word-of-mouth via consumer-opinion platforms: What motivates consumers? to articulate themselves on the Internet?. *Journal of interactive marketing*, 18(1), 38-52.
- Hartline, M. D., & Jones, K. C. (1996). Employee performance cues in a hotel service Environment: Influence on perceived service quality, value, and word-of-Mouth intentions. *Journal of Business Research*, 35(3), 207-215.
- Han, H. (2015). Travelers' pro-environmental behavior in a green lodging context: Converging value-belief-norm theory and the theory of planned behavior. *Tourism Management*, 47, 164-177.
- Hartline, M. D., & Ferrell, O. C. (1996). The management of customer-contact service Employees: An empirical investigation. *The Journal of Marketing*, 60(4), 52-70.
- Haugtvedt, C. P., Petty, R. E., & Cacioppo, J. T. (1992). Need for cognition and Advertising: Understanding the role of personality variables in consumer Behaviour. *Journal of Consumer Psychology*, 1(3), 239-260.
- Huang, M. C. J., Wu, H. C., Chuang, S. C., & Lin, W. H. (2014). Who gets to decide

your complaint intentions? The influence of other companions on reaction to service failures. *International Journal of Hospitality Management*, 37, 180-189.

Hsieh, J. P. A., Rai, A., Petter, S., & Zhang, T. (2012). Impact of User Satisfaction with Mandated CRM use on Employee Service Quality 11. *Quarterly*, 36(4), 1065-1080.

Hsu, T. H. (2001, July). Applying fuzzy set theory to measuring air transportation service quality. In *IFSA World Congress and 20th NAFIPS International Conference, 2001. Joint 9th* (pp. 2864-2869).

Isen, A. M., & Means, B. (1983). The influence of positive affect on decision-making Strategy. *Journal of Consumer Marketing*, 31(4), 18-31.

Jacoby, J., & Olson, J. C. (1977). Consumer response to price: an attitudinal, Information processing perspective. *Moving ahead with attitude Research*, 39(1), 73-97.

Joseph, F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis: A global perspective*. Upper Saddle River, New Jersey. Pearson Education.

Koh Samui Department of Provincial Administration and Tourism Authority of Samui. (2009). *Number of Hotels / Rooms*. Retrieved from <http://www.media.thailandemagazine.com/annual-reports-and-statistics/>

Kalafatis, S. P., Pollard, M., East, R., & Tsogas, M. H. (1999). Green marketing and Ajzen's theory of planned behaviour: a cross-market examination. *Journal of Consumer marketing*, 16(5), 441-460.

Khan, M. M., & Fasih, M. (2014). Impact of service quality on customer satisfaction and customer loyalty: Evidence from banking sector. *Pakistan Journal of*

Commerce and Social Sciences, 8(2), 331-354.

Kaura, V., Prasad, C. S. D., & Sharma, S. (2014). Impact of Service Quality, Service Convenience and Perceived Price Fairness on Customer Satisfaction in Indian Retail Banking Sector. *Management and Labour Studies*, 39(2), 127-139.

Kim, S. K., & Lee, J. (2008). The Community Networks Center and Social Support in Multifamily Low-Income Communities: A Case Study in Korea. *Housing and Society*, 35(1), 113-128.

Kassarjian, H., & Sheffett, M. J. (1991). *Personality and Consumer Behavior* (4th Ed). Englewood Cliffs, NJ: Prentice Hall

Lewis, B. R., & Mitchell, V. W. (1990). Defining and measuring the quality of Customer Service. *Marketing intelligence & planning*, 8(6), 11-17.

Lalwani, A. K., & Shavitt, S. (2013). You get what you pay for? Self-construal Influences price-quality judgments. *Journal of Consumer Research*, 40(2), 55-267.

Ladhari, R. (2007). The effect of consumption emotions on satisfaction and Word-of-Mouth communications. *Psychology & Marketing*, 24(12), 1085-1108.

Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in Hospitality and tourism management. *Tourism management*, 29(3), 458-468.

Lalwani, A. K., & Shavitt, S. (2013). You get what you pay for? Self-construal Influences price-quality judgments. *Journal of Consumer Research*, 40(2), 255-267.

Lalive, R., & Stutzer, A. (2010). Approval of equal rights and gender differences in well-being. *Journal of Population Economics*, 23(3), 933-962.

- Maser, B., & Weiermair, K. (1998). Travel decision-making: From the vantage point of perceived risk and information preferences. *Journal of Travel & Tourism Marketing*, 7(4), 107-121.
- Murphy, L., Mascardo, G., & Benckendorff, P. (2007). Exploring word-of-mouth Influences on travel decisions: friends and relatives vs. other travellers. *International Journal of Consumer Studies*, 31(5), 517-527.
- Nasir, A., Mushtaq, H., & Rizwan, M. (2014). Customer Loyalty in Telecom Sector of Pakistan. *Journal of Sociological Research*, 5(1), 449-467.
- Orth, U. R., & Reisner, U. (2011, June). Nurturing the grapevine: a novel perspective on companyinitiated electronic word-of-mouth. In *6th AWBR International Conference* (pp. 9-10).
- Potential and Readiness of Thai Tourism Industry. (2010). *Department of Trade Negotiation*. Retrieved from: <http://ieomsociety.org/ieom2014/pdfs/317.pdf>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual. *Journal of Retailing*, 64(1), 12-40.
- Podnar, K., & Javernik, P. (2012). The effect of word of mouth on consumers' Attitudes toward products and their purchase probability. *Journal of Promotion management*, 18(2), 145-168.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual. *Journal of Retailing*, 64(1), 12-40.
- Richins, M. L. (1983). Negative word-of-mouth by dissatisfied consumers: A pilot Study. *The journal of marketing*, 47(1), 68-78.

- Rao, A. R., & Monroe, K. B. (1989). The effect of price, brand name, and store name on buyers' perceptions of product quality: An integrative review. *Journal of Marketing Research*, 26(3), 351-357.
- Rudie, M. J., & Wansley, H. B. (1985). Services marketing in a changing Environment. *The Merrill Lynch quality program*.
- Rao, A. R. (2005). The quality of price as a quality cue. *Journal of marketing Research*, 42(4), 401-405.
- Scott, K., & Mowen, J. C. (2007). Travelers and their traits: A hierarchical model Approach. *Journal of Consumer Behaviour*, 6(2-3), 146-157.
- Stamatis, D. H. (2012). *Essential statistical concepts for the quality professional*. Boca Raton, Florida. CRC Press.
- Tsiotsou, R., & Vasioti, E. (2006). Using demographics and leisure activities to predict satisfaction with tourism services in Greece. *Journal of Hospitality & Leisure Marketing*, 14(2), 69-82.
- THA. (n.d.). *Paper of hotel association management*. Retrieved from www.sme.go.th/th/images/data/es/download
- TATRD. (2012). *Thailand Tourism Research Database 2002-2014*. Retrieved from http://tatrd.tourismthailand.org/research/research_grid
- Tsiotsou, R. (2006). The role of perceived product quality and overall satisfaction on Purchase intentions. *International journal of consumer studies*, 30(2), 207-217.
- Woods, J. B., Pieper, S., & Frazier, S. H. (1968). Basic Psychiatric Literature: I. Books. *Bulletin of the Medical Library Association*, 56(3), 295.

- Westbrook, R. A. (1987). Product/consumption-based affective responses and Post purchase processes. *Journal of marketing research*, 24(3), 258-270.
- Yuan, H., & Han, S. (2011). The effects of consumers' price expectations on sellers' Dynamic Pricing strategies. *Journal of Marketing Research*, 48(1), 48-61.
- Yuan, H., & Han, S. (2011). The effects of consumers' price expectations on sellers' Dynamic pricing strategies. *Journal of Marketing Research*, 48(1), 48-61.
- Yang, Z., & Peterson, R. T. (2004). Customer perceived value, satisfaction, and Loyalty: The role of switching costs. *Psychology & Marketing*, 21(10), 799-822.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-End Model and synthesis of evidence. *The Journal of marketing*, 52(3), 2-22.



The questionnaire

Factors influencing customer decision making to choose the non-franchise hotel in Koh samui, Suratthani, Thailand.

The questionnaire asks about your opinions about yourself and various aspects of the hotel you are currently staying in in koh samui, Suratthani, Thailand.

The questions have no right or wrong answers.

Part 1: Demographic

Age: ☐ 20 or less ☐ 21 – 25 ☐ 26 – 30 ☐ 31 -35 ☐ 36 – 40

☐ More than 40

Gender: ☐ male ☐ female

Education: ☐ High school
☐ Vacation school
☐ University
☐ Bachelor
☐ Master
☐ Doctorate

Marital Status: ☐ Married ☐ Single ☐ Others.....

Occupation: ☐ Student ☐ Private company ☐ Government ☐ Self – Employed

☐ No work ☐ others

Monthly Earn: ☐ 3,000 US dollars or less

☐ 3,100 – 6,000 US dollars

☐ 6,100 – 9,000 US dollars

☐ 9,100 – 12,000 US dollars

☐ 12,100 US dollars or above

Nationality ☐ France ☐ British ☐ USA ☐ Russian ☐ Others.....

Part 2:

1. Please indicate the extent to which each of the following statement best describes your intention to use the hotel in the future (the hotel you are currently staying)

1.1 The probability that I will use this hotel again

Very low	1	2	3	4	5	Very high
----------	---	---	---	---	---	-----------

1.2 The likelihood that I would recommend this hotel to a friend?

Very low	1	2	3	4	5	Very high
----------	---	---	---	---	---	-----------

1.3 If you had to come back again, you would choose the same hotel?

Very low	1	2	3	4	5	Very high
----------	---	---	---	---	---	-----------

- 2 Please indicate the extent to which each of the following statements best describes your personality

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
You see yourself as someone who.....					
Is original, comes up with new ideas.	1	2	3	4	5
Is curious about many different things.	1	2	3	4	5
Is ingenious, a deep thinker.	1	2	3	4	5
Prefers work that is routine (r).	1	2	3	4	5
Has an active imagination.	1	2	3	4	5

3 How much did you pay for hotel room/night?

[] Less than 1,000THB. [] 1,000 – 3,000 THB. [] 3,100 – 6,000 THB. [] More than 6,000 THB.

- 4 Please indicate the extent to which you agree or disagree with the following statement about the price you paid for the room at the hotel you are currently staying in**

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I was satisfied paying [The amount specified in 3.] per night	1	2	3	4	5
The price that you pay for a room at this hotel was a rip – off.	1	2	3	4	5

Paying [The amount specified in 3.] for this hotel room was a very

Unreasonable price	1	2	3	4	5	Reasonable price
--------------------	---	---	---	---	---	------------------

- 5 Please indicate the extent to which you agree or disagree with the following statement regarding how you obtain your information about the hotel you are currently staying in**

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I read other traveller's online review to know more about the hotel	1	2	3	4	5
I consulted with the other traveller's online to know more about the hotel?	1	2	3	4	5
I discussed with other traveller's online to know more about the hotel?	1	2	3	4	5
I participated in online discussion about the hotel	1	2	3	4	5
I gathered information from other travellers online before I decided to make the reservation at the hotel	1	2	3	4	5

6 Please indicate the extent to which you agree or disagree with the following statement regarding the various aspects of service quality at the hotel you are currently staying in.

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am satisfied with the visual appealing of the hotel physical facilities	1	2	3	4	5
I am satisfied with the hotel's employees' dress and neat appearance	1	2	3	4	5
I am satisfied with the fact that the appearance of physical facilities of the hotel is in keeping with type of service provided	1	2	3	4	5
I am satisfied with the fact that the hotel has modern – looking equipment	1	2	3	4	5
I am satisfied with the fact that material associated with the service (such as pamphlet or statement) are visually appealing at the hotel	1	2	3	4	5
I am satisfied with the prompt service from hotel's employees.	1	2	3	4	5
I am satisfied with the fact that hotel's employees never being too busy to respond to my requests.	1	2	3	4	5
The fact that employee behaviour instils confidence in me is satisfying	1	2	3	4	5
I am satisfied with the safety when I am in transactions with the hotel's employees.	1	2	3	4	5
I am satisfied with the courteousness of hotel's employees	1	2	3	4	5
I am satisfied with the ability of hotel's employees to answer my question.	1	2	3	4	5
I am satisfied with the individual attention I received from the hotel.	1	2	3	4	5
I am satisfied with the personal attention I received from the hotel's employees.	1	2	3	4	5
I am satisfied with the fact that employees are having my best interests at heart.	1	2	3	4	5
I am satisfied with the ability of the hotel's employees to understand my specific needs.	1	2	3	4	5

We appreciate and are thankful for your cooperation in the survey. Your information will be kept strictly confidential.

แบบสอบถาม

ปัจจัยทางการตลาดที่ส่งผลกระทบต่อการตัดสินใจเลือกที่พักประเภท non – franchising บนเกาะสมุยของนักท่องเที่ยวชาวไทยและชาวต่างชาติ

แบบสอบถามนี้ขอเรียนถามถึงความคิดเห็นของท่านเกี่ยวกับบุคลิกลักษณะของคุณและมิติในการให้บริการด้านต่างๆ ของโรงแรมที่ท่านเลือกเข้าพัก

คำถามเหล่านี้ไม่มีคำตอบที่ถูกต้องหรือผิด ผู้วิจัยต้องการทราบความคิดเห็นของท่านเท่านั้น

ส่วนที่ 1: ข้อมูลทั่วไปเกี่ยวกับผู้ตอบแบบสอบถาม

อายุ: ☐ 20 ปี หรือต่ำกว่า ☐ 21 – 25 ปี ☐ 26 – 30 ปี ☐ 31 -35 ปี ☐ 36 – 40 ปี

☐ มากกว่า 40 ปี

เพศ: ☐ ชาย ☐ หญิง

ระดับการศึกษา: ☐ มัธยม

☐ สายอาชีพ

☐ มหาวิทยาลัย

☐ ระดับปริญญาตรี

☐ ระดับปริญญาโท

☐ ระดับปริญญาเอก

สถานะ: ☐ สมรส ☐ โสด ☐ อื่นๆ.....

อาชีพ: ☐ นักเรียน – นักศึกษา ☐ บริษัทเอกชน ☐ รับราชการ ☐ ธุรกิจส่วนตัว ☐

ว่างงาน ☐ อื่นๆ.....

รายรับต่อเดือน ☐ น้อยกว่า 10,000 บาท

☐ 11,000 – 20,000 บาท

☐ 21,000 – 30,000 บาท

☐ 31,000 – 40,000 บาท

[] มากกว่า 40,000

สัญชาติ: [] ไทย

[] (อื่นๆ).....

ส่วนที่ 2:

1. ข้อความต่อไปนี้ อธิบายถึงความตั้งใจของคุณที่จะกลับมาใช้บริการของโรงแรมอีกครั้ง กรุณาเลือกตัวเลขที่แสดงถึงความตั้งใจของคุณมากที่สุด

6.1 ความเป็นไปได้ที่ฉันจะกลับมาใช้บริการโรงแรมนี้อีกครั้ง

ต่ำมาก	1	2	3	4	5	สูงมาก
--------	---	---	---	---	---	--------

6.2 ความเป็นไปได้ที่ฉันจะแนะนำโรงแรมนี้ให้แก่เพื่อนหรือคนรู้จักให้มาใช้บริการ

ต่ำมาก	1	2	3	4	5	สูงมาก
--------	---	---	---	---	---	--------

6.3 ถ้าหากฉันกลับมาเกาะสมุยอีก ฉันจะมาใช้บริการโรงแรมนี้

ต่ำมาก	1	2	3	4	5	สูงมาก
--------	---	---	---	---	---	--------

2. ข้อความต่อไปนี้บอกถึงบุคลิกของคนทั่วไป กรุณาเลือกคำตอบที่ตรงกับความเห็นเกี่ยวกับบุคลิกภาพของท่านมากที่สุด

รายการ	ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	เฉยๆ	เห็นด้วย	เห็นด้วยอย่างยิ่ง
คุณเห็นตนเองเป็นคนที่.....					
มีความคิดริเริ่มใหม่ๆ อยู่เสมอ	1	2	3	4	5
อยากรู้อยากเห็นเกี่ยวกับสิ่งต่างๆ	1	2	3	4	5
มีความคิดลึกซึ้ง ละเอียดรอบคอบ	1	2	3	4	5
ชอบทำงานที่เป็นกิจวัตร (r)	1	2	3	4	5
มีจินตนาการอยู่เสมอ	1	2	3	4	5

7 คุณจ่ายค่าห้องพักของโรงแรมนี้เท่าไรต่อคืน

[] น้อยกว่า 1,000 บาท [] 1,000 – 3,000 บาท [] 3,100 – 6,000 บาท [] More than 6,000

บาท

8 กรุณาให้คะแนนที่คุณเห็นด้วยหรือไม่เห็นด้วยกับคำถามต่อไปนี้ เกี่ยวกับราคาที่คุณจ่ายสำหรับ
ห้องพักที่โรงแรมคุณกำลังใช้บริการอยู่ในขณะนี้

รายการ	ไม่เห็น ด้วยอย่าง ยิ่ง	ไม่เห็น ด้วย	เฉยๆ	เห็นด้วย	เห็นด้วย อย่างยิ่ง
ฉันมีความพึงพอใจในการจ่ายค่าห้องพักในราคา[ราคาในข้อ 3.] ต่อคืน	1	2	3	4	5
ราคาห้องพักที่ฉันจ่ายนี้สูงเกินความเป็นจริง	1	2	3	4	5

8.1 ราคาห้องพัก..... [ราคาในข้อ 3.] ที่ฉันจ่ายไปนั้น

ไม่สมเหตุสมผลเลย	1	2	3	4	5	สมเหตุสมผลมาก
------------------	---	---	---	---	---	---------------

9 กรุณาระบุคะแนนความคิดเห็นของคุณ เห็นด้วยหรือไม่เห็นด้วย มากน้อยเพียงใดเกี่ยวกับ
ข้อความต่อไปนี้ช่องทางที่คุณได้รับข้อมูล เกี่ยวกับโรงแรมที่คุณใช้บริการอยู่ในขณะนี้

รายการ	ไม่เห็น ด้วย อย่างยิ่ง	ไม่เห็น ด้วย	เฉยๆ	เห็นด้วย	เห็นด้วย อย่างยิ่ง
ฉันอ่านความคิดเห็นในออนไลน์ของนักท่องเที่ยว คนอื่นเพื่อหาข้อมูลของโรงแรม	1	2	3	4	5
ฉันปรึกษานักท่องเที่ยวคนอื่นในออนไลน์เพื่อหา ข้อมูลของโรงแรม	1	2	3	4	5
ฉันพูดคุยกับนักท่องเที่ยวคนอื่นในออนไลน์เพื่อหา ข้อมูลของโรงแรม	1	2	3	4	5
ฉันมีส่วนร่วมในการสนทนาออนไลน์เกี่ยวกับ โรงแรม	1	2	3	4	5
ฉันรวบรวมข้อมูลจากนักท่องเที่ยวคนอื่นใน	1	2	3	4	5

ออนไลน์ก่อนที่ฉันตัดสินใจที่จะทำการสำรวจ ห้องพักที่โรงแรม					
--	--	--	--	--	--

**10 กรุณาระบุคะแนนที่คุณเห็นด้วยหรือไม่เห็นด้วยกับคำถามต่อไปนี้เกี่ยวกับแง่มุมต่างๆ ของ
คุณภาพการให้บริการของโรงแรมที่คุณกำลังใช้บริการอยู่ในขณะนี้**

รายการ	ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	เฉยๆ	เห็นด้วย	เห็นด้วย อย่างยิ่ง
ฉันพึงพอใจกับความสวยงามของสิ่งอำนวยความสะดวกของโรงแรม	1	2	3	4	5
ฉันพึงพอใจกับการแต่งกายของพนักงาน โรงแรมที่ดูสะอาด เรียบร้อย	1	2	3	4	5
ฉันพึงพอใจสิ่งอำนวยความสะดวกของโรงแรม ที่ได้รับการรักษาให้เหมาะสมกับการใช้งาน	1	2	3	4	5
ฉันพึงพอใจกับความทันสมัยของสิ่งอำนวยความสะดวก ในโรงแรม	1	2	3	4	5
ฉันพึงพอใจกับสิ่งของที่เกี่ยวข้องกับการให้บริการ เช่น แผ่นพับ หรือป้ายต่างๆ นั้นมีความน่าสนใจ	1	2	3	4	5
ฉันพึงพอใจกับการบริการที่รวดเร็วจาก พนักงานโรงแรม	1	2	3	4	5
ฉันพึงพอใจที่พนักงานโรงแรมมีความเต็มใจใน การให้บริการ	1	2	3	4	5
ฉันพึงพอใจที่พนักงานโรงแรมทำให้ฉันเชื่อมั่นที่ จะใช้บริการ	1	2	3	4	5
ฉันพึงพอใจที่รู้สึกปลอดภัยเมื่อได้ทำธุรกรรม ต่างๆกับพนักงานโรงแรม	1	2	3	4	5
ฉันพึงพอใจความนอบน้อมของพนักงาน โรงแรม	1	2	3	4	5
ฉันพึงพอใจกับความสามารถในการตอบ คำถามของพนักงานโรงแรม	1	2	3	4	5
ฉันพึงพอใจกับความเอาใจใส่ของพนักงาน โรงแรมที่มีต่อลูกค้ารายบุคคล	1	2	3	4	5
ฉันพึงพอใจกับความเอาใจใส่ส่วนบุคคลที่ได้รับ จากพนักงานโรงแรม	1	2	3	4	5

ฉันพึงพอใจที่พนักงานโรงแรมถือประโยชน์และ การบริการ ที่ฉันควรจะได้รับเป็นสำคัญ	1	2	3	4	5
ฉันพึงพอใจกับพนักงานโรงแรมที่สามารถเข้าใจ ใจความต้องการที่เฉพาะเจาะจงของฉันได้	1	2	3	4	5

ผู้วิจัยขอขอบพระคุณท่านมา ณ โอกาสนี้ที่กรุณาให้ความร่วมมือ ข้อมูลที่ได้จากท่านจะถูกเก็บเป็น
ความลับ



BIODATA

Name – Last name: Apikwan Wangdan

Address: 47/2 Moo 1 Bo- Phut, Koh – Samui District, Suratthani Province 84320

Email: Apikwan.w@gmail.com

Contact number: +66856190067

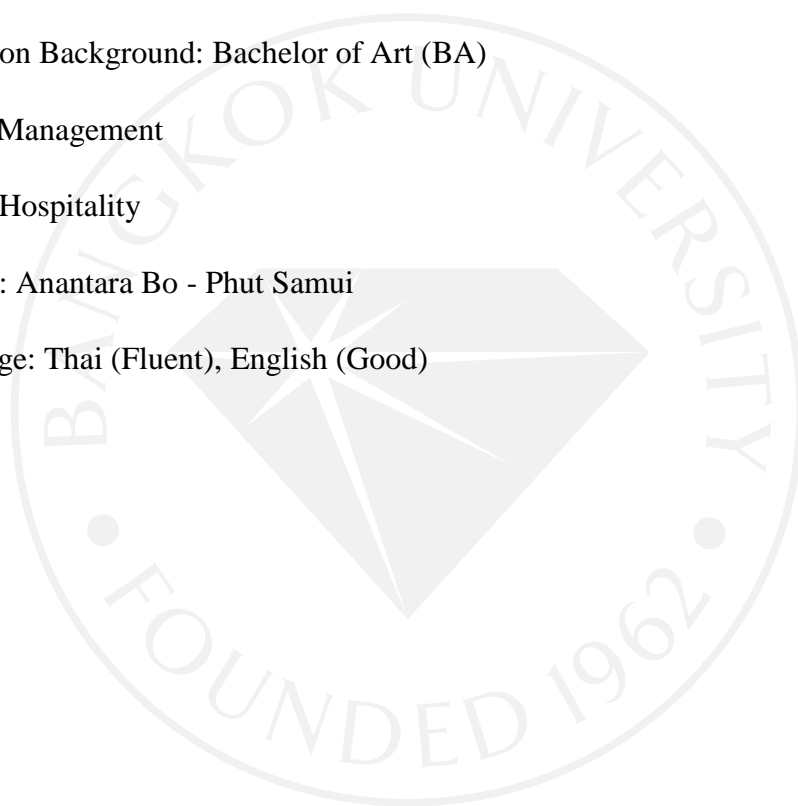
Education Background: Bachelor of Art (BA)

Major: Management

Minor: Hospitality

Trainee: Anantara Bo - Phut Samui

Language: Thai (Fluent), English (Good)



Bangkok University

License Agreement of Dissertation/Thesis/ Report of Senior Project

Day 14 Month July Year 2016

~~Mr./~~ ~~Mrs./~~ Ms Apikwan Wangan now living at Suratthani
Soi - Street -
Sub-district Bo-phut District koh-Samui
Province Suratthani Postal Code 84320 being a Bangkok
University student, student ID 7570200225

Degree level ☐ Bachelor ☒ Master ☐ Doctorate

Program M.B.A. Department - School Graduate School
hereafter referred to as "the licensor"

Bangkok University 119 Rama 4 Road, Klong-Toey, Bangkok 10110 hereafter referred to as "the licensee"

Both parties have agreed on the following terms and conditions:

1. The licensor certifies that he/she is the author and possesses the exclusive rights of dissertation/thesis/report of senior project entitled

A Study Of Factors That Influence To Tourist's Intention
To Choose Non-Franchise Hotels In samui Island

submitted in partial fulfillment of the requirement for M.B.A.
of Bangkok University (hereafter referred to as "dissertation/thesis/ report of senior project").

2. The licensor grants to the licensee an indefinite and royalty free license of his/her dissertation/thesis/report of senior project to reproduce, adapt, distribute, rent out the original or copy of the manuscript.

3. In case of any dispute in the copyright of the dissertation/thesis/report of senior project between the licensor and others, or between the licensee and others, or any other inconveniences in regard to the copyright that prevent the licensee from reproducing, adapting or distributing the manuscript, the licensor agrees to indemnify the licensee against any damage incurred.

This agreement is prepared in duplicate identical wording for two copies. Both parties have read and fully understand its contents and agree to comply with the above terms and conditions. Each party shall retain one signed copy of the agreement.

(_____) Licensors

(Director, Library and Learning Center) Licensee

(Dean, Graduate School) Witness

(Program Director) Witness

