

FACTORS INFLUENCE TO THE CONSUMER MADE DECISION FOR WEDDING  
PLAN IN LUXURY HOTEL OF BANGKOK



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Factors Influence to the Consumer Made Decision for Wedding Plan in Luxury Hotel of Bangkok, Thailand (105 pp.)

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## **ABTRACT**

This study was conduct to investigate factor influence to consumer made decision in luxury hotel. The purpose of research study, Researcher would like to examine factor of Perceived prices, Satisfaction of perceived quality, Self-concept and Social influences have influences to Behavior intention of the consumer. This research made firsts attempted to utilize factors investigate to consumer chooses wedding plan in luxury hotel.

Descriptive research help researcher indicated to characteristic of consumer such as sex, age, education, income and careers of the consumer. Moreover it also helps to clarify the magnitude research of factors have mean average sequence respectively were as following; Behavior intention (mean=4.17), Perceived price (mean=3.78), Satisfaction of perceived service quality (mean=4.03), Self-concept (mean=4.00) and Social influenced (mean=4.03).

From respondents sample of total 250 indicated to, the researcher found Perceived prices ( $0.00 < 0.05$ ), Satisfaction of perceived service quality ( $0.00 < 0.05$ ) and Social influences ( $0.03 < 0.05$ ) factor focus to apply in hotel wedding business. Because of third factors have positive influences to the consumer made decision for wedding plan in luxury hotel from survey respondent as assumption significant less than 0.05 level ( $\text{sig} < 0.05$ )

In addition to, the researcher considered other factor affect to the consumer made decision. And other comment used to improve in hotel wedding business in the future. However one of factor was found self-concept, which the hotel wedding

business should be weight the obstructed information, analyze and improvement to their consumer made decision.

*Keywords: wedding plan in luxury hotel of Bangkok, consume behavior, behavior intention, perceived prices, satisfaction of service quality, self-concept and social influences.*



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I sincerely thank all participant of survey respondent to give a valuable time for answering questionnaire and expert spent their time to answer and comment on my questionnaire in order to the independent study successfully and possible but if without participant from respondent which may effected to the independent study impossible successfully as punctual time process.

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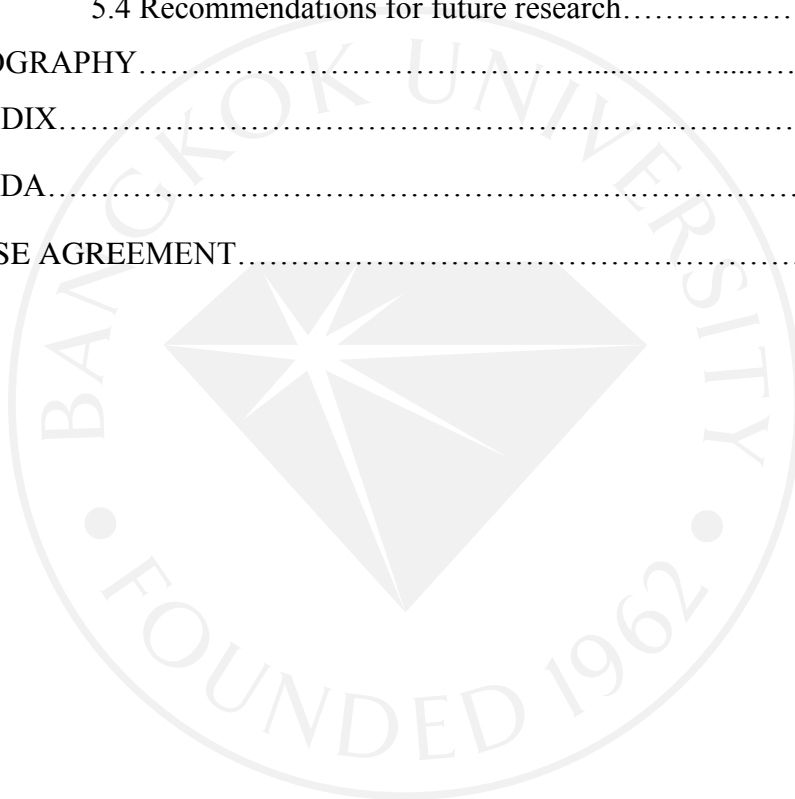


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## CHAPTER 1

### INTRODUCTION

#### 1.1 Background

The wedding plan is a fundamental in all country culture. Trend of a wedding industry rapidly continues to grow in Thailand. In Thailand has a potential response to the consumer made a wedding plan moreover have been acceptance from many countries in the worlds (TAT review magazine, 2012) In addition industry statistics for 2013 show the couple have to signing certificate of marriage registration total 295,519 destinations for wedding of all in Thailand (Office Statistic Thailand, 2013).

Nowadays, People in Thailand have empower for spent several aspects of the wedding that can point of sale directly to consumers target combined with current of market competition intensified effect to many choices for the consumer made decision selecting. So the hotel business industry has to come for support wedding plan and would like to cover all service of wedding plan ceremony. Therefore luxury hotel would like to created continues promotion package comply with control budget of the consumer respond to consumer convenience, safe time and budget as well.

The wedding plan in luxury hotel relate with private event and relatives to guests in section of banquet department in luxury hotel. High-priced of banquet activities at the wedding plan ceremony influences significantly contribution to overall profit of food and beverage, room division in the hotels indicate almost 70% (Adler, Howard & Chienm, 2004) can get back the revenue to the luxury hotel.

In Thailand show efficient of many couple made wedding plan ceremony refer to statistics for 2013 show the couple have to signing certificate of marriage registration total 295,519 destinations. In addition to the wedding industry in Thailand was more than 90 million baht per year to get the revenue. Moreover the information inform in France, Netherland, Belgium interest to make wedding plan in luxury hotel

of Thailand which evident from their have communicate in France for advertising and promote wedding plan ceremony in Thailand reported form Le Point, Tour magazine and Tour Hebdo (TAT review magazine, 2012) In order to the size of the wedding industry varies many types wedding service, i.e., wedding banquet market in the luxury hotel, etc. combine with Traditionally, restaurants and hotel ballrooms have been the most popular venues for wedding plan banquets in luxury hotel Thailand.

Economic statistic report from Office of the National Economic and Social Development Board in Thailand indicated that Thailand's gross domestic product (GDP) grew from 11,375,349.0 million in 2012 to 11,858,710.0 million in 2013 and grew continuous to 12,141,096.0 million in 2014. Which apparently of economic background has supports the consumers have a power to made wedding plan ceremony in luxury hotel. Accordingly to hotel wedding industry in Thailand has exciting to create and plan strategy target to service the consumer among competitive of many luxury hotel industry environment.

## 1.2 Problem Statement

Despite to grown of luxury hotel wedding industry in Thailand has a few of research studies that relate with human behavior regarding to consumer selection for wedding banquet in luxury hotel. In order researcher would like to know maximize revenue profit and comprehension of factors have influences to the consumers made decision wedding plan in luxury hotel.

From nowadays, the trend of styled wedding plan has more influences to married couple especially in white collars and business targets groups. Effect to expansion rapidly in wedding industry and many to competitor expect for best choice to services the consumer consideration.

Behavioral intentions have been applied and refer to wedding plan in luxury hotel research and specific for wedding target segmentation. In order to framework for examination consumer choosing wedding in luxury hotel which analyzing fours aspects relationship factors that Perceive prices (Schwartz & bilsky, 1990),

Satisfaction of perceive service quality (SERVQUAL) (Brow, Churchill & Peter, 1993), Self- concept part of Self-congruence (Sirgy, 1982), Social influences part of value-expressive (Bearden & Btzel, 1982).

From the reasonable mention above in order to the researcher has incentive interest to study research of factors influences to consumer made wedding plane in luxury hotel. Moreover can help owner business and marketers of luxury hotels develop segment potential customer and determine the most successful. Apply to marketing practitioner in the wedding luxury hotel business.

### 1.3 Purpose Study

This research study aimed to investigate the factors influences to consumer made wedding plan ceremony in luxury hotel in Thailand. More specific for goal objective study were to:

1.3.1 Examine the factor of Perceive prices influences behavior intention in order to the consumer made wedding plan in luxury hotel.

1.3.2 Examine the factor of Satisfaction of perceived service quality influence to behavior intention in order to consumer made wedding plan in luxury hotel.

1.3.3 Examine the factor of Self-concept influences behavior intention in order to the consumer made wedding plan in luxury hotel.

1.3.4 Examine the factor of Social-influence influences to behavior intention in order to the consumer made wedding plan in luxury hotel.

### 1.4 Research Question

The following questions were used for guide to study:

1.4.1 Does research of Perceived price influence to consideration when the consumer choose luxury hotel for wedding plan

1.4.2 Does research of Satisfaction of perceived service quality influence to consideration when the consumer choose luxury hotel for wedding plan.

1.4.3 Does research of Self-concept influence to consideration when the consumer choose luxury hotel for wedding plan.

1.4.4 Does research of Social influences influence to consideration when the consumer choose luxury hotel for wedding plan.

## 1.5 Scope of Research

### 1.5.1 Scope of population

This research use the populations of the consumer have been made wedding plan in luxury hotel.

### 1.5.2 Scope of variable

#### Independent variable

- Perceived price.
- Satisfaction of perceived service quality.
- Self-concept.
- Social influences.

#### Dependent variable

- Behavior intention.

### 1.5.3 Scope of time Research

Create a survey questionnaire for collect data and analysis data research start December 2015 till February 2016 total use the time of 3 months.



## 1.6 Limitation of Research

This research study has limited specific to participants that consumer ever made wedding plan in luxury hotel for answer the questionnaire, unable to investigate consumer interest or never made wedding plan in luxury hotel.

This research, the research has shorted time for research study and limited specific to the respondent unable comprehension and investigate of perceive price factors in part survey questionnaire. Because of researcher create the perceived price question follow by foreigner style, which most of the Thai respondent are married couple may not interpret the question in the same way as foreigner.

## 1.7 Benefit of Research

### 1.7.1 Benefit use for academic

-Expansion knowledge about research result of factors influences to the consumer made wedding plan in luxury hotel such as;

-Perceive price

-Satisfaction of perceived service quality

-Expansion knowledge about research result of factors influences to the consumer have been accept from society when made wedding plan in luxury hotel such as;

-Self-concept

-Social influence

### 1.7.2 Benefit use for business

-Research result can help to hotel business can adapt and create product.

Which recognizing of each factor such as Perceive price, Satisfaction of perceived service quality, Self-concept, Social influence in order to the consumer made decision and repurchase again.

## 1.8 Definition of Terms

1.7.1 Behavior intention that mean person is perceived likelihood that they will give to engage behavior and the behavioral intention which influences from subjective norms and normative beliefs.

1.7.2 Perceive price that mean a price of the value relate good or service. According to how much of the consumer expect willing to pay and acceptance for quality.

1.7.3 Satisfaction of perceived service quality that means a consumer satisfaction related with the performance expectation and performance receivable.

1.7.4 Self-concept that mean of “self” includes attitude, perception, and feeling about what is the individual’s character influence from self-congruence which mean brand choice of consumer behavior related with self-image in order to choice of consumer choose a brand product.

1.7.5 Social influence that mean a value image of individual person or group relate with characterize association consumer think about to reflected in their acceptance position from other people in social

## CHAPTER 2

### LITERATURE REVIEW

This chapter introduction basic information for the factor influences to the customer made decision looking for wedding plan ceremony in luxury hotel. So the factor will include and explanation by the theory of reason action first perceive price, second satisfaction of perceive service quality, third the theory self- concept, and fourth the theory of social influences.

2.1 The theory of reason action that the theory will explain attitudes relation between behavioral. So this theory effect to result the consumer make decision to wedding plan ceremony explain as model below. Basically, what you need to write as an overview of theory includes the following; 1) what is theory of reasoned action? 2) Briefly to introduce what is it all the relevance factors and the relationship use for who develop this theory.

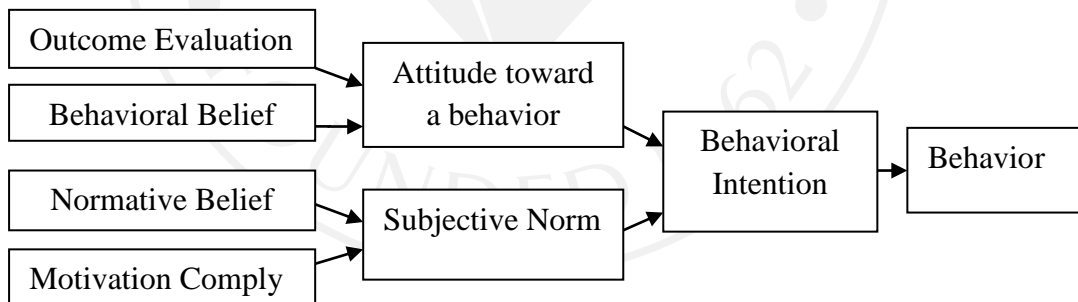


Figure 1.1: The theory of reason model

Source: Fishbein, M. & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behaviour: An Introduction to Theory and Research*. MA: Addison-Wesley.

From analyzing model that influence to the customer make decision due to attitude toward. In order to customer behavior is determined as the individual's positive or negative feeling to product performance (Fishbein, M., & Ajzen, 1975) when the customers like this. Therefore to depend on choosing wedding plan from

influences of all factor data effect to intention that prediction forecast measurable from the attitude belief.

2.1.1 Attitude toward a behavior that refer to individual internal satisfaction. Which it caused of the individual attitude in order to evaluate to the performance of the positive or negative for brands product. So it is depend on the variables have influences to the consumer behavior. Which the most of this topic, it is describe by the function of attitude relation with behavioral belief and outcome evaluation.

2.1.1.1 Behavioral beliefs that refer from the individual idea relies to something as result from the past experience. In order to the attitude has influence the beliefs associated with consequences or their behavior action. If the person have positive believes effect to the behavior leads positive action. Moreover he will have a good attitude toward to them individual behavior. Which opposite if the person have negative believes effect to the behaviors lead to negative consequences action. And He will have a negative attitudes toward to them individual behavior.

2.1.1.2 Outcome evaluation that concern with belief influences to outcome evaluation. Because the belief experience can explain to the subjective of positive outcome behavior that the behavioral will produce for certain outcome. In order to specifically evaluation outcome process each outcome contribution directly to the attitude individual person made decision evaluated the product.

2.1.2. Subjective norms that refer to the perceived social pressure to perform or not perform. The behavior" in his question (Ajzen, 1991) and define to individual perception influences make what is the opinion? That belief to the individual activity behavior should do anything. So subjective norm is individual attitude belief that whom other concern are more influence to him and he think that they should do action plan (stockmans, 1999).For example if he think about his mother belief that he review a book during on final exam or he think about his girlfriend belief that he like this hotel for a wedding plan. The subjective norm relative by normative belief and motivation to comply so theory can explain follow.

2.1.2.1 Normative belief that refers to perceived about the belief has influences from normative or group of his expectation (Ajzen & Fishbein, 1975, 1980). That means the belief of individual person or group individual of his expected influences directly or indirectly to his attitude and behavior. For example if his family belief that he would like a wedding plan on the beach effect to he will make a wedding plan in the hotel on beach, In the contrast if his family belief that he doesn't like a wedding plan on the beach effect to he will make a wedding plan in the hotel of central shopping mall or hotel convention.

2.1.2.2 Motivation comply that reference to the motivation describes by the concept use to the factor influences to internal inner of individual behavior. That means a drive of internal person lead to the person active high performance (Stanton & Futrell, 1987). Which the motivation consist from internal person but some situation affect from external factor (culture or social class). For example the groom have a royalty brand of centara grand hotel chain in order to they will make wedding plan ceremony at centara grand hotel. As example support to the internal inner of motivation reasonable.

2.1.3. Behavioral intention that defined to a person is perceived likelihood that they will give to engage behavior and the behavioral intention. That argued reflect to how to hard of behavioral person will try to do and how to performance of behavior. So in theory which is it included the behavioral intention is the most proximate predictor of behavior. And behavior is ultimately the variable that most health communication interventions aim to influence (Ajzen, 1991). Which the framework of the behavioral intention has found validity relation influence from a result determine combination by subjective norm and attitude toward behavior. Alternative by behavioral beliefs effect to that evaluate the subjective norms. Which determined by normative beliefs and motivations comply. In order to the real actual behavior for make decision to buy the product.

2.1.4. Behavior that define to a real behavior or actual behavior response to individual or group stimulus to make behavior performance. Which describe by the theory of reason action relative determined by two variables of attitude toward and

subjective norm, which it will contribute to the consumer behavior make decision to buy the product which once of a component for make a wedding plan in luxury hotel.

From the model summary of the theory of reason action contribution to the consumer make decision for wedding plan in luxury hotel product can describe by The theory of reasoned action (TRA) (Fishbein & Ajzen, 1975) includes subjective norms and attitude toward the behavior as both variable are important to basic internal inner influencing behavioral intention, which then directly influences behavior.

Ajzen & Fishbein (1980) refer the theory reasoned of action has been to studies in case of several of consumer behavior depend on the labor employee. That result give the theory of reason action can apply to the moral behavior relate with belief influences to the employee behavior service brand product to consumer. Moreover this issue has influences to consumer behavior intension to purchase the product. (Fredricks & Dosset, 1983) refer to the theory reason of action relate with the belief depend on variable of knowledge and education. They found that result the knowledge experience and education have more influences to consumer made decision.

2.2. Price that means the monetary of value good which relate with the cost of the customer made purchase decision. So the consumer compared the value of the product between the prices of production as follow by assumption. If the higher value product more than price product or convenience with product influence to the consumer behavior also purchasing the product. That theory can support the price can determine by two components.

2.2.1. Actual prices that mean a price of the good which is prepare immediately for delivery to the consumer. Which it is the price consumer can touch or contact real price for sale. So the actual price related by cost, marketing competition, economic environment and competitor strategy. That all concern to make actual price effect to the consumer recognize purchasing a product.

### 2.2.2. Perceived prices that mean a price of the value of good or service.

According to how much of the consumer expect willing to pay. Rather than during to cost production or delivery cost. Which the product can set pricing line relate with a perceive value to consumer recognize to buyer potential production. That they are decisions buy so this value price product. It has been to suggest that value can be significant to predictor of many social attitudes and behavior (Schwartz & bilsky, 1990). Several marketing researchers have to make decision for wedding plan in under perceived price conditions. Because of the marketing literature support to that value affect directly consumer (Pitts & Woodside, 1984). There are three factors that influence consumer perception of price.

#### 2.2.2.1 Price expectations that refer to standard price of the consumer expect to pay the brand product.

Which the price has been compared by the consumer choose alternative brand product. So the consumer have to know about information of the brand product and recognize to know as an acceptable price range due to the consumer does not have one price when they made decision to purchase the product. In order to the consumer willing to pay the product reference from they are acceptable rang of price. For example the consumer expect wedding card invitation total five bath per piece but actually card total ten bath per piece in order to consumer unacceptable price rang. So influences to consumer not purchase product or choose other product brand.

#### 2.2.2.2 Actual versus References Prices that refer to relationship between actual price and reference price as conditions, if their consumers don't have product information and they set a price consist of their attitude call reference price.

Afterward the consumers encounter to the market and know the product information relate with the price call actual price in market place. So the consumer reference prices before actual price because they will made decision purchase the product. That how the consumer are reaction to respond their behavior and Consistency of consumer expected reasonable of perceive price. For example before in to market the consumer reference price rang of the souvenir wedding total 10, 12 or 14 baht per piece then their into the market the actual price of souvenir show 7, 8, 10 baht per piece.

2.2.2.2 Price-Quality Relationship that refer to the price concern with quality. Which generally the reasonable support by the consumer have more information knowledge product quality. In order to the consumer use price appraisal with the product quality since the consumer know the product category information and interest of brand product choice. For example the bride choose luxury hotel for wedding plan because that they think of their consumption belief relate with between high-price relationship high-quality product performance reaction respond to consumer behavioral.

Bettman & James (1973) conduct to study perceived price influence to the consumer paid for actual purchases of several product brand choice, which relate with perceptual value of their consumer recognition. Depend on many variables such as risk and information usefulness advertising to the consumer moreover the relationship between perceived price and these variable were identified examination by multiple regression.

2.3. Satisfaction of perceived service quality that defined the consumer satisfaction related with the performance expectation and performance received. So it influence to consumer think about positive or negative attitude to the item service product. That the consumer satisfaction of the consumer should focus on the perceived of service quality which its important variable of the theory of SERVQUAL dimensions as define of a base line standard for “good quality (Brow, Churchill & Peter, 1993).

2.3.1. Theory of satisfaction refer the consumer satisfaction has been studies by the strategy marketing. As result to respond of consumer behavior purchase the product cause of positive attitude so some situation. It is many competitor strategy have influence to the consumer satisfaction effect to purchasing the product. So the consumer satisfaction plays a central role in marketing because it is a good predictor of purchase behavior intention to brand choice switching of attitude behavior (McQuitty, Shaun, Adam & James, 2000).



2.3.2. Theory of service quality (SERVQUAL) that mean to the consumer satisfaction which component of quality services and measure by SERVQUAL, theory as for this theory relate from the attitude evaluation to individual satisfaction. In order to the result comparison of performance expectation with performance perceived. So the scope that focus of this article main topic to involves perceived quality. Due to reasonable support by perceived quality is the consumer's judgment about an entity's overall excellence or superiority (Zeithaml, 1987) of the service product.

So the highlight of theory service quality (SERVQUAL) supported by perceived service quality because of first important in consumer attitude opinion that relate with perceived service quality which measure by five dimension of SERVQUAL to service consumer as blow;

2.3.2.1 Tangible that refer to performing service to consumer satisfaction relate with physical facilities, direct equipment, material item and appearance personnel of employee. Which the consumer capable to touch or discernible to touch assign to monetary value for the consumer recognize to make decision choose the product for example the hotel have many facilities to service the guest or have many high value interior decoration in the luxury hotel.

2.3.2.2 Reliability that refers to ability of the product brand make sure that service performance has accurately significant to service the consumer. For example if the consumer choose the centara hotel brand for make a wedding plan. In order to the result consumer expectation for acceptable from guest invitation recognize with the product luxury brand effect to role and status of consumer.

2.3.2.3 Responsiveness that refer willingness help to provide prompt service to consumer. That mean the product brand activate new promotion strategy launch into the market segment. Anytime on per day or per week in order to responsiveness relate with the consumer satisfaction. For example centara hotel chain have the centara one card for service the guest stay in the hotel and the card can collect the point when guest take facilities expense in centara hotel and resort chain

which the point limit will exchange the hotel benefit response to guest next period stay.

2.3.2.4 Competence and Courtesy that refer to the employee has more information knowledge and courtesy polite the service the consumer. And they have ability inspiration to make the consumer satisfaction. For example the human resource department make course training for cultivate moral of employee to service the guest, employee goals and objective because it help to employee have inspiration to service the consumer.

2.3.2.5 Empathy that refer to understand and knowing for what the customer individual need and want and expectation from the product brand. So the product brand should attend to provide service the consumer individual. For example the wedding couples like simple plan wedding ceremony. So the product brand should focus on simple way luxury wedding plan which should not focus on formal in all process in wedding plan.

Marinkovic, Senic, Kocic & Sapic (2013) conduct to study online traveler booking services has remain an intractable in the process traveler agencies, which a result of SERVQUAL dimension refer to: reliability, responsiveness, empathy and tangible can help to arrangement the most traveler as convenience. Moreover SERVQUAL had a significant influence to the consumer satisfaction relate with booking service and hotel reservation.

Parasuraman, Zeithaml & Berry (1985) conduct to case study of SERVQUAL can determined supported that criteria consumer service in estimate concern with service quality. Which it is depend on ten dimension of SERVQUAL follow by tangible, reliability, courtesy, communication, responsiveness, credibility, security, competence, understanding/knowing. As result show from ten dimensions access to their employee is basics structure of the service quality and derived for the SERVQUAL scale. (Silverman, Steven & Grover, 1995) found that the consumer expected in their assessments of hotel brand product quality. The result cause of measurable asks to hotel guests stay in luxury hotel and using method of five-point (SERVQUAL) dimension scale ranging from condition of slogan “much worse than I

expect” to much better than I expect.” In order to get the result shown of high score reflect higher perceived prices of their consumer.

The major base on the theory of service quality factor influences to the customer made decision looking for wedding plan ceremony in luxury hotel interest to research the dimension of the tangible because it is can be explain reasonable by facilities in the hotel as below.

Facilities one of tangible dimension refer product and service to consumer. The facilities is once of product which the respond to the human need and want. For example many size of convention hall or convenience car parking in the hotel are both choices of facilities for wedding couple make decision select product brand. That mean anything present to the market of the customer need and create value from the product to customer can be made the customer satisfaction. So the facilities of product should have a core benefit and the consumer expectation or augmentation include offer product high potential of production. In order to gain higher than competitor, who the product facilities is tangible or not so the product facilities include service, thinking, place, organization, and person.

In addition, according to Hartline, Orville & Ferrell (1996) marketing manages should emphasize specifically the service at the encounter interaction between contact employees and customer. So this research adopts Hartline and Ferrell’s approach in selecting specific dimensions of the SERVQUAL.

2.4. Self-concept that determine to how an individual think about to perceived product by their attitude of themselves. Which one way of the consumer recognize by their self-concept through pass reasonable support to decision choose the product brands. So concept product help to define and create self-concept in order to consumer make sense and identity (Richins, 1994). Therefore the self-concept is one of variable relate to consumer can be description as below.

2.4.1. Self-concept that refers the “self” includes attitude, perception, and feeling about what is the individual’s character, and what should be the appropriate

behavior in the situation (Schenk, Turner & Holman, 1980). As well as the influences of situation of consumer in order to the researcher have been much interest concern to self-concept make image for choose brand of productions follow by four dimensions.

2.4.1.1 Actual self that refer to how the idea actual give the opinion by himself or herself.

2.4.1.2 Ideal self that refer to how the idea would like to give opinion by himself or herself and how the idea of person want to be like this so the people can make often behavior respond consistent to personal ideal.

2.4.1.3 Social self that refer to how the idea from the other people (society) think about of idea individual person give to him or her that mean person think the image of people (society) as what they think true idea to himself or herself.

2.4.1.4 Ideal social self that refer to how the idea from the other people (society) would like to think about their own ideal (ideal other) that mean to person individual want to others people (society) think to him or her consistent from him or her opinion.

2.4.2 Self-image congruence that determine by brand choice of consumer behavior related with self-image in order to choice of consumer choose a brand product. That who imaged congruent their own (Sirgy, Joseph & Jeffrey, 1982). The self-image can be instead by brand-image of consumer recognize. Which specified by four states (Sirgy, 1982) informed to description concern to consumer behavior made decision.

2.4.2.1 Positive of self-congruity that relate with cause of consumer think positive a product brand image perceived while think positive of self-image.

2.4.2.2 Positive of self-incongruity that relate with cause of consumer think positive a product brand image perceived while think negative of self-image.

2.4.2.3 Negative self-congruity that relate with cause of consumer think negative a production brand image perceived while think negative of self-image.

2.4.2.4 Negative self-incongruity that relate with cause of consumer think negative a product brand image perceive while think positive of self-image.

Accordingly to predictor the attitude behavior influence of the consumer made decision. That depend on the variable of positive self-image and product-image congruity followed by positive self-incongruity, negative self-congruity and negative self-incongruity (Sirgy, 1982) in order to the consumer will be positive motivation to purchase the product as recognize value product follow by their seek out benefit value production. That it is consistent by their self-image. So the higher positive self-image congruity important to impacts attitude consumer to make and choose brand production.

The relationship between of self-image and idea self-image in the consumer behavior has been determine case study improve employee for service the production. (Dolich & Ira, 1969) founding of the self-image and idea self-image are equal to preferred choose a product brands. However ideal self-image can expect to show a larger of own attitude discrepancy with least preferred brand more than self-image. Which that result refer by the consumer favored choose product brands consistent by their self-concept. (Landon & Laird, 1974) give a reasonable that self-image and ideal self-image have been relationship to clarify the consumer intentions purchase the product. As a result showed overall of self-image and ideal self-image were positive correlate with the product perceptibility and efficiency in name of value product brand as relation by self-image and ideal self-image concept.

2.5 Social influences that refer to theory of group influences can explain one of social scientist have recognized group membership a determined to individual behavior make decision for product and brand purchase decisions.

The far-reaching influence of group was suggest, who found that socially distant reference groups can influence consumer if consumer hold more favorable attitude toward the members or activities of that group (Cocanongher & Bruce, 1971). Actually that found the operation group relate by reference group is once of person or group of person have significantly influence an individual behavior. Which the reference groups have been determine information, utilitarian and value-expressive (Park & Lessing, 1977).

2.5.1 Information that topic base on real information desire to informed consumer made decision. Which depend on certainly individual behavior seek information from many source environment available. If the most of consumer like this in order to get the credible acceptance information influence to choose brand product because they think that information has to presumed expertise or significant in brand product or other brand product. For example an individual's made decision to buy product brand or not has been influences support by their information reasonable or who are introduction with them.

2.5.2 Utilitarian that topic base on the group fellow has influences from their fellow expectation from goal or achievement because of they will response attempt to their goal or achievement that mean to get a reward or avoid punishment. If an individual feel like this type of behavior in order to result outcome they can get a reward from their expectation. So they will find and useful the method relation with their group fellow concern specific information for made decision choose the product brand. For example an individual's made decision to buy product brand or not has been influences support by their expectations of family or close relationship member.

2.5.3 Value-expressive that topic base on a value image of a person or group relate with characterize by need for psychology association consumer think about to reflected in their acceptance position from other people in social. So this conception of value-expressive can take of two forms. One form support to similar or feel like group reference. Second form value-expressive influences support relate to attachment for the group. So in order to the individual behavior desire to choose brand product, which recognize by their think a value image product brand concern product

cost relate with their image between other person. For example an individual would presumably feel like to made decision buy product brand or not would be influences by their desire or their image.

The extent to which reference group influences consumer brand choice depends on whether product are necessary and whether of publicly consumed luxury (PUL), private consumed luxury (PRL) or publicly consumed necessity (PUN) (Bearden & Etzel, 1982).

2.5.3.1 Publicly consumed luxury (PUL) that relate with the product refer to that the public good consumed with the public consumer view when their own being to use showed the product. In order to what is brand of their own likely and have influence to purchasing by image of each other person look like it. So the luxury product should be strong because it has been seen by other person influences to brand of the product should be strong.

2.5.3.2 Private consumed luxury (PRL) that relate with the product refer that out of public view and not use the product but the product are not commonly of their own to used that mean the brand product does not obvious from social. But it is important to a matter of individual choice because the ownership can use the product only individual person or group familiar close relationship not concern with the public. So the luxury product should be strong because it has not been seen by other person influences to brand of the product should be weak (see only individual person).

2.5.3.3 Publicly consumed necessity (PUN) that relate with the products refer that a product consumed in public view that virtually everyone owns. That mean of the product concern this groups focus on made up product influences to essentially for all people used its. Which the product have many different the type of brand. So the product necessity should not be strong because it has been seen by other person influences to brand of the product should be strong and acceptable.

Therefore summary of three theory relate with element publicly consumed the product can see by other person or public viewed. While privately consumed the

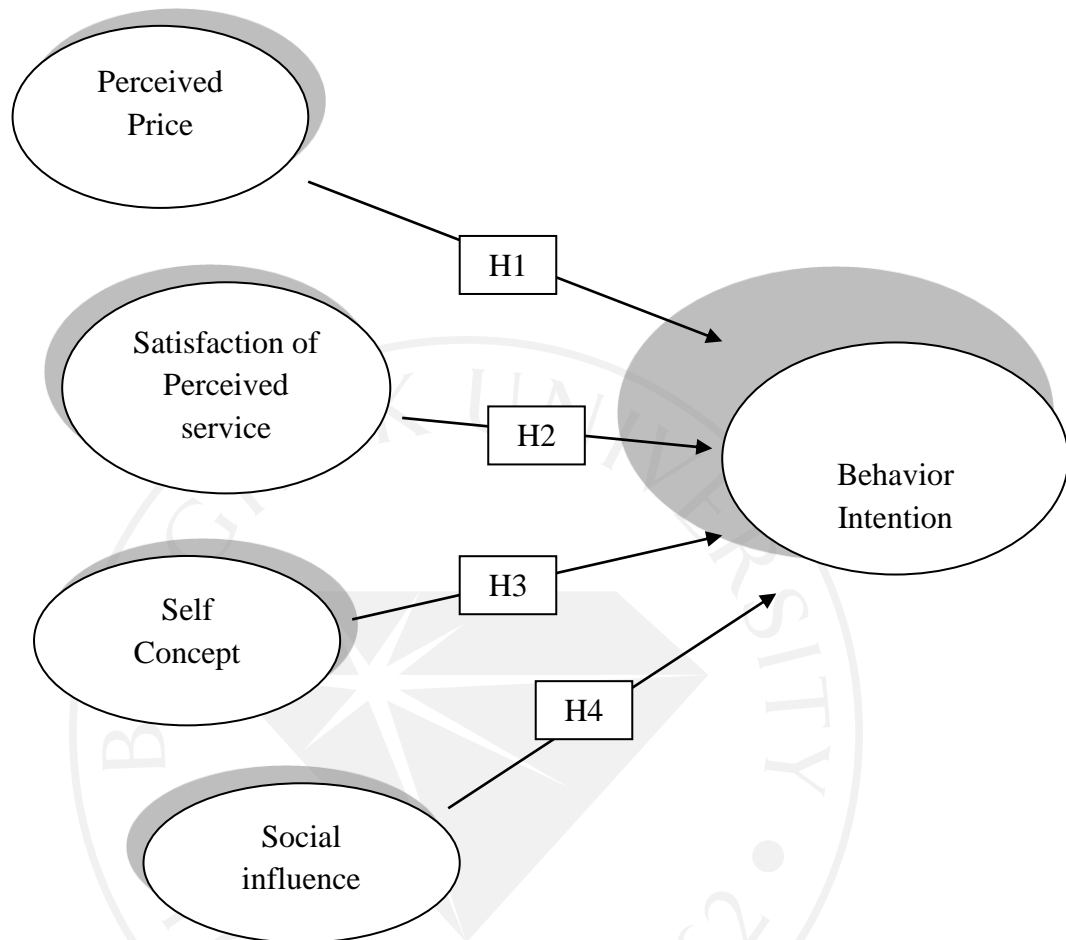
product are public not see because the process by anyone permit for once user or close relationship. Finally public consumed necessity focus on the product consumed in public view that virtually everyone own of the product use utility.

So the social influences has been determine in case study for concept of group influence in consumer research has been thought studies of variable relate with social influence process. (Mos chis & George, 1976) found the consumers use reflective and compare evaluate to choose the product choice. (Witt & Bruce, 1970) the operation of group influences in consumer relate with social involvement investigate the product. (Stafford & James, 1966) found the individual behavior brand choice product was affected by group influences. So the reference group concept have been use for determine by advertiser in their goal effort to persuade consumer to made decision choose purchasing the product brands.

M'Saad & Pons (2011) conduct to case study of the cross culture have influences to the consumption choose the product fashion brand choice and desire to reflect consumer role and social status consistent of their social influence. So they found that the consumer think positive relationship to purchase of brand luxury product in order to the consumer made decision and due to they will reflect to their role and social status.



## 2.6. Conceptual model



Figures 2.1: Conceptual model

H10: Perceived Price does not have a significant influence to the consumer made decision for wedding plan in luxury hotel.

H1a: Perceived Price has a significant influence to the consumer made decision for wedding plan in luxury hotel.

H20: Satisfaction of Perceived service quality does not have a significant influence to the consumer made decision for wedding plan in luxury hotel.

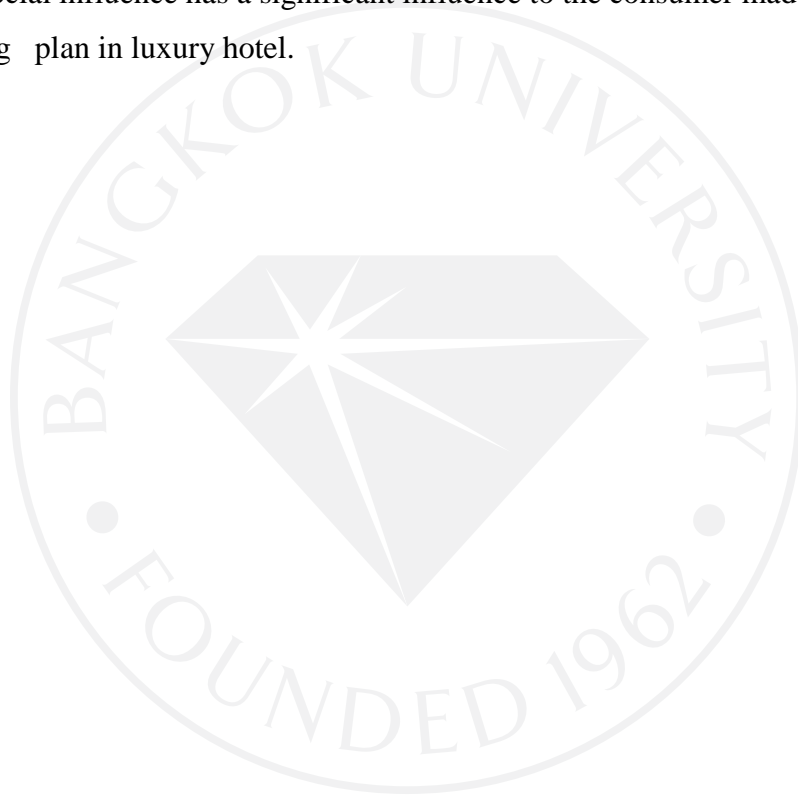
H2a: Satisfaction of Perceived service quality has a significant influence to the consumer made decision for wedding plan in luxury hotel.

H30: Self-Concept does not have a significant influence to the consumer made decision for wedding plan in luxury hotel.

H3a: Self-Concept has a significant influence to the consumer made decision for wedding plan in luxury hotel.

H40: Social influence does not have a significant influence to the consumer made decision for wedding plan in luxury hotel.

H4a: Social influence has a significant influence to the consumer made decision for wedding plan in luxury hotel.



## CHAPTER 3

### METHODOLOGY

This chapter we are explanation about methodology use for the research of the factors influences to the customer made decisions for wedding plan ceremony in luxury hotel. Cause of Behavior Intention, Perceived Price, Satisfaction Service Quality (SERVQUAL), Self-congruence of Self-concept and Value-expressive of Social influence. So the researcher present successive of methodology process below.

#### 3.1 Type of research

This research of the factors influences to the customer made decision for wedding plan ceremony in luxury hotel. Relate by factors of Behavior Intension, Perceived Prices, Satisfaction Service Quality (SERVQUAL), Self-Congruence of Self- concept and Value-expressive of Social influence. This research is a Quantitative research by Empirical research. In order to the researcher made a questionnaire for survey and collect a data.

#### 3.2 Population and sample

##### 3.2.1 Population use for research

The population used for this research that the customers who have used a luxury hotel for their wedding ceremony.

##### 3.2.2 Sample use for research

The sample used for this research that the customers ever made decision for wedding plan ceremony in luxury hotel. Which researcher used the methodology to determine the sample size and selecting samples are as follows conditions by past researcher theory.

Researcher preferably the sample size should be 100 or larger that reference from Hair et al. (2000) suggest that the minimum sample size use multiples regression should be 100 or larger observation for analysis. Hair suggest the ratio of 5:1 as minimize and prefer the ratio 15(observation), 1(variable). And indicate to 27 variables of statistical technique determine the sample size in term of observation to analysis relationship between dependent variable and independent variable. So the minimum of the sample size for this research should be as assumption calculated follow.

$$N = 5 \times 27$$

$$N = 135$$

End of survey period, the researcher managed obtain a sample size of 250 observations.

### 3.2.3 Sample procedure selection

The researcher selected sample procedure by assign select point of a Nonprobability Sampling pass Convenience sampling structure from the customers ever made wedding plan ceremony in luxury hotel.

## 3.3 Operational definitions

3.3.1 Behavior Intention refers to the three questions, five point scale measures the likelihood that a person will use some object again. The statement appears to be amenable for use with a variety of objects such as goods, services, facilities, and even people. This scale is adapted from Cronin, Brady & Hult (2000). There have three questions below.

3.3.1.1 The probability that I will use this hotel again.

3.3.1.2 The likelihood that I would recommend this hotel to a friend.

3.3.1.3 If you had to come back again, you would choose the same hotel.

3.3.2 Perceived Prices refer to four questions, five point items of likert scale. The items are intended to measure the degree to which a customer of a service provider considers a certain price paid for a service to be fair and reasonable. So according to how much of the consumer expect willing to pay relate with a perceive value to consumer recognize to buyer potential production. This scale adapted from Voss, Parasuraman & Grewal (1998). There have four questions below.

3.3.2.1 How much did you pay for wedding ceremony in luxury hotel?

3.3.2.2 I was satisfied paying ..... (The amount specified) for wedding ceremony.

3.3.2.3 The price that you pay for wedding ceremony at this hotel was a rip-off.

3.3.2.4 Paying ..... (The amount specified) for wedding plan at the hotel was low or very reasonable.

3.3.3 Satisfaction of perceived service quality (SERVQUAL) refer to fifteen questions, five point items of likert scales measuring the quality of service perceived to be provided by a particular organization as it pertain to employee-related activities and interaction. Moreover It pertain to tangibles measuring the degree a person thinks the material and human aspects of service company are visually appealing described here, the scale rate tangible dimension of the SERVQUAL. Each of dimensions SERVQUAL (employee, tangible etc.) there can help to important to the consumer made decision. This scale adapted from Parasurama, Zeithaml & Berry (1991), Hartline & Ferrell (1996). There have fifteen questions below.

3.3.3.1 I am satisfied with the visual appealing of the hotel physical facilities.

3.3.3.2 I am satisfied with the hotel is employee is dress and neat appearance.

3.3.3.3 I am satisfied with the fact that the appearance of physical facilities of the hotel is in keeping with types of service provided.

3.3.3.4 I am satisfied with the fact that the hotel has modern-looking equipment.

3.3.3.5 I am satisfied with the fact that material associated with the service (such as pamphlet or statement) are visually appealing at the hotel.

3.3.3.6 I am satisfied with the prompt service from hotel is employees.

3.3.3.7 I am satisfied with the fact that hotel is employees never being too busy to respond to my request.

3.3.3.8 The fact that employ behavior instills confidence in me is satisfying.

3.3.3.9 I am satisfied with the safety when I am in transactions with the hotel is employees.

3.3.3.10 I am satisfied with the courteousness of hotel is employees.

3.3.3.11 I am satisfied with the ability of hotel is employee answer my question.

3.3.3.12 I am satisfied with the individual attention I received from the hotels.

3.3.3.13 I am satisfied with the personal attention I received from the hotel is employees.

3.3.3.14 I am satisfied with the fact the employees are having my best interests at heart.

3.3.3.15 I am satisfied with the ability of the hotel is employees to understand my specific need.

3.3.4 Self-Concept converts self-congruence to four questions. Open to responder give opinion and five point items of likert scales to measurable. Which describe this person using personality characteristics such as reliable and smooth, etc. Now think about how you would like to see yourself. What kind of person would you

like to be? And indicate to your agreement agree or disagree. This scale adapt from Sirgy (1982). There have four questions below.

3.3.4.1 Take a moment to think about hotel ..... (Name of hotel used for your wedding ceremony) describe this hotel using personality characteristics such as reliable, smooth, beautiful, glamorous, successful, classy, etc.

3.3.4.2 Think about how you would like to see yourself (your ideal self). What kind of person would you like to be?

3.3.4.3 The personality of ..... (Name of hotel) is consistent with how I would like to be (my ideal self).

3.3.4.4 The personality of ..... (Name of hotel) is a mirror image of the person I would like to be (my ideal self)

3.3.5 Social Influences refer to four questions, five point items of likert scales measuring the value expressive influences. Describe an individual would probable feel that purchasing product would enhance his or her image among other peoples. This scale adapted from Park & Lessig (1977). There have four questions below.

3.3.5.1 I feel that using ..... (Name of hotel) enhance the image which other will have of me.

3.3.5.2 I feel that people who use ..... (Name of hotel) possess the characteristics which I would like to have.

3.3.5.3 I feel that people who use ..... (Name of hotel) are admired or respected by others.

3.3.5.4 I feel that using ..... (Name of hotel) to hold a wedding ceremony help me show others what I am, or would like to be (such as successful business person, classy person, etc).

### 3.4 Survey instruments

This research, the researcher made questionnaire for collect a data and survey instruments. Which the process create the query the researcher created reference from the literature review and past research relate with this topic. Therefore the researcher divided the questionnaire of two parts below.

3.4.1 Part 1 Questionnaire related with demography and general information of the customers ever made wedding plan ceremony in luxury hotel such as Sex, Age, Education Level, Income (Month) and Career. The responder can choose answer only one in each question which the researcher reference from nominal and ordinal scales.

3.4.2 Part 2 Questionnaire related with the consumer and the researcher created questions for evaluated the results scores of Behavior Intention, Perceived Prices, Satisfaction Service Quality (SERVQUAL), Self-Congruence and Social Influences of Value-expressive. Which the researcher divided by eight titles in part two explanations below.

3.4.2.1 Questions related with the consumer ever made a wedding plan ceremony in luxury hotel and evaluated for results level score of Behavior Intention. There questionnaire have three questions and made by rating scale methodology.

3.4.2.1.1 Rating (score) means the responders have opinion for behavior intention in the level very low.

3.4.2.1.2 Rating (score) means the responders have opinion for behavior intention in the level low.

3.4.2.1.3 Rating (score) mean the responders have opinion for behavior intention in the level neutral.

3.4.2.1.4 Rating (score) mean the responders have opinion for Behavior intention in the level high.

3.4.2.1.5 Rating (score) mean the responders have opinion for behavior intention in the level very high.



Which the definition for criteria the rating scale of the data analysis below.

<b>Rang of rating scale (Average score)</b>	<b>Definition</b>
1.00-1.49	Very low
1.50-2.49	Low
2.50-3.49	Neutral
3.50-4.49	High
4.50-5.00	Very High

3.4.2.2 Questions related with the consumer ever made a wedding plan ceremony in luxury hotel. The researcher would like to know specific the price the customer made a wedding plan. There questionnaire have one questions and made by ordinal scale.

3.4.2.3 Questions related with the consumer ever made a wedding plan ceremony in luxury hotel and evaluated for results level score of Perceived prices. There questionnaire have three questions and made by rating scale methodology.

3.4.2.3.1 Rating, strongly disagree (score) means the responders have opinion for Perceived prices in the level very low.

3.4.2.3.2 Rating, disagree (score) means the responders have opinion for Perceived prices in the level low.

3.4.2.3.3 Rating, neutral (score) mean the responders have opinion for Perceived prices in the level neutral.

3.4.2.3.4 Rating, agrees (score) mean the responders have opinion for Perceived prices in the level high.

3.4.2.3.5 Rating, strongly agrees (score) mean the responders have opinion for Perceived prices in the level very high.

Which the definition for criteria the rating scale of the data analysis below.

<b>Rang of rating scale (Average score)</b>	<b>Definition</b>
1.00-1.49	Very low
1.50-2.49	Low
2.50-3.49	Neutral
3.50-4.49	High
4.50-5.00	Very High

3.4.2.4 Questions related with the consumer ever made a wedding plan ceremony in luxury hotel and evaluated for results level score of Service of perceived service quality (SERVQUAL) focus on employee and tangible dimensions. There questionnaire have fifteens questions and made by rating scale methodology.

3.4.2.4.1 Rating, strongly disagree (score) means the responders have opinion for Service of perceived service quality in the level very low.

3.4.2.4.2 rating, disagree (score) means the responders have opinion for Service of perceived service quality in the level low.

3.4.2.4.3 Rating, neutral (score) mean the responders have opinion for Service of perceived service quality in the level neutral.

3.4.2.4.4 Rating, agrees (score) mean the responders have opinion for Service of perceived service quality in the level high.

3.4.2.4.5 Rating, strongly agrees (score) mean the responders have opinion for Service of perceived service quality in the level very high.

Which the definition for criteria the rating scale of the data analysis below.

<b>Rang of rating scale (Average score)</b>	<b>Definition</b>
1.00-1.49	Very low
1.50-2.49	Low

2.50-3.49	Neutral
3.50-4.49	High
4.50-5.00	Very High

3.4.2.5 Questions related with the consumer ever made a wedding plan ceremony in luxury hotel. The researcher would like to know Self-congruence that reflect to how the consumers think about hotel used can reflect to you personality characteristics image such as reliable, smooth, classy, etc. There questionnaire have one questions and made by give open your opinion.

3.4.2.6 Questions related with the consumer ever made a wedding plan ceremony in luxury hotel. The researcher would like to know Self-congruence of your ideal self and how would you like to be? There questionnaire have one questions and made by give open your opinion.

3.4.2.7 Questions related with the consumer ever made a wedding plan ceremony in luxury hotel and evaluated for results level score of Self-congruence in you ideal self. There questionnaire have two questions and made by rating scale methodology.

3.4.2.7.1 Rating, strongly disagree (score) means the responders have opinion for Self-congruence in the level very low.

3.4.2.7.2 Rating, disagree (score) means the responders have opinion for Self-congruence in the level low.

3.4.2.7.3 Rating, neutral (score) mean the responders have opinion for Self-congruence in the level neutral.

3.4.2.7.4 Rating, agrees (score) mean the responders have opinion for Self-congruence in the level high.

3.4.2.7.5 Rating, strongly agrees (score) mean the responders have opinion for Self-congruence in the level very high.

Which the definition for criteria the rating scale of the data analysis below.

<b>Rang of rating scale (Average score)</b>	<b>Definition</b>
1.00-1.49	Very low
1.50-2.49	Low
2.50-3.49	Neutral
3.50-4.49	High
4.50-5.00	Very High

3.4.2.8 Questions related with the consumer ever made a wedding plan ceremony in luxury hotel and evaluated for results level score of value-expressive in Social influences. There questionnaire have four questions and made by rating scale methodology.

3.4.2.8.1 Rating, strongly disagree (score) means the responders have opinion for Social influences in the level very low.

3.4.2.8.2 Rating, disagree (score) means the responders have opinion for Social influences in the level low.

3.4.2.8.3 Rating, neutral (score) mean the responders have opinion for Social influences in the level neutral.

3.4.2.8.4 Rating, agrees (score) mean the responders have opinion for Social influences in the level high.

3.4.2.8.5 Rating, strongly agrees (score) mean the responders have opinion for Social influences in the level very high.

Which the definition for criteria the rating scale of the data analysis below.

<b>Rang of rating scale (Average score)</b>	<b>Definition</b>
1.00-1.49	Very low

1.50-2.49	Low
2.50-3.49	Neutral
3.50-4.49	High
4.50-5.00	Very High

### 3.4.3 Pilot Test

The objective of pilot test, the researcher would like to ensure that completely obviously to understand for measurable items and process time complete. Accordingly to in-depth questionnaire interview were practices by one of director of room hotel manager, two of wedding and banquet hotel manager, three of duty front office manager and five of professor hospitality hotel management, Which they have experience about wedding ceremony and got a marriage in luxury hotels. All responder of interviewer made the questionnaire had ever to wedding plan in luxury hotel. The eleven respondents were sent the questionnaire by email and appointment directly with researcher with two week of time process. From each appointment interview made questionnaire took 5 minute but fast than email questionnaire interview took about 10 minute on average. In each respondent ask to criticize for clarity of wording vocabulary and definition to measurement items. Moreover the respondents help to good suggestion about some vocabulary easy to understand and length of time to questionnaire completely.

In depth of some interview led to adjust change for the wording vocabulary for make sure that questionnaire have quality and easy understand. In order to the research translate questionnaire form English to Thai questionnaire version follow by framework of marketing terms conceptual. Finally of questionnaire have total 5 pages with separate cover letter. The final questionnaire can be found in Appendix.

### 3.5 Data collection

Process of data collection for analysis the research. The researcher create plan to collect the data by myself and communicate ask for collaboration with The consumers ever made wedding plan ceremony in luxury hotel by questionnaire.

Which the process collect the data take the time of two months since start December 2015 until January 2016.

#### **Step of process for collect the data**

Description details of the procedures for data collection as follows.

Step 1 Researcher communicate summited with Bangkok University for issue the approval letter to approve and permit for made this research and survey questionnaire.

Step 2 Researcher communicate summited approval letter to sale wedding department in each luxury hotel for permit researcher to survey questionnaire.

Step 3 Researcher communicate collaboration to survey questionnaire directly to the consumer ever made wedding plan in luxury hotel.

Step 4 Conduct the questionnaire pass process of test validity and reliability measurement for measure the data sampling.

Step 5 Accumulate for all questionnaire and recheck evaluate for all questionnaire completely or incomplete of total 270 questionnaire.

Therefore, the researcher survey questionnaire total 270 questionnaires but can collect the questionnaire completely total 250 questionnaires.

### 3.6 Statistical procedures

This research use descriptive statistics, scale reliability and linear regression for analysis data result as statistical procedures which in this research, researcher have to create statistic use for analysis data result. Answer to the purpose study of each section and divided as part follow.

Part 1 Demographic of respondent profile use descriptive statistic for analysis data indicate to percentage

Part 2 Measurement reliability and create composite score use scale reliability and descriptive statistics for analysis data of all factor indicate to data analysis of Mean, Std. Deviation and Cronbach's Alpha.

Part 3 Describes rating scale result of each question in all factor and use descriptive statistic indicate to Mean and Std. Deviation.

Part 4 Use multiple regression linear analysis for test individual and model assumption indicate to graph result of linear, normality, homoscedasticity.

Part 5 Describe regression result of unstandardized coefficient indicate to the results of B, Significant ( $<0.05$ ) and collinearity statistics of tolerance and VIF and summarize the hypothesis testing.

## CHAPTER 4

### DATA ANALYSIS

Analysis data from this research of factor influences to consumer made decision wedding plan in luxury hotel, the researcher use Descriptive statistic and Multivariate statistic of multiple regression for analyze data. So researcher presentation results in this chapter.

The first section indicated summary demographic characteristics of the respondent profiles. The second section summarizes of the measurement reliability and creating composite score of the all variable analysis use pearson's correlation for analysis. Third of section establishes test of model assumption constructs utilized throughout the study. And fourth the section determines to whether significant of the factors influence to the consumer made decision using coefficients of linear regression analysis. Perceived price, Satisfaction of perceive service quality, Self-concept, Social influence are independent variables and Behavior intention is dependent variable. The last section discusses the hypothesis testing of the research for conclusion of the all factor has significant or not.

For all section, the researcher summary the result consequent in case of study factor influence to consumer made wedding plan in luxury hotel. Which researcher conclusion and explanations of all result by statistic (SPSS) indicated to known obviously result of research study.



#### 4.1 Respondent profile of sample in questionnaire

Table 4.1: Respondent profile of sample in questionnaire ( $n=250$ )

Variable	Number	Percentage
1. Sex		
Male	79	31.60
Female	171	68.40
Total	250	100.00
2. Age		
Below 25 Years	10	4.00
25-35 Years	149	59.60
36-45 Years	87	34.80
Above 45 Years	4	1.60
Total	250	100.00
3. Education level		
Under Bachelor degree	7	2.80
Bachelor degree	143	57.20
Master degree	95	38.00
Ph.D. or other	5	2.00
Total	250	100.00

(Continued)

Table 4.1 (Continued): Respondent profile of sample in questionnaire (n=250)

Variable	Number	Percentage
4. Income / month		
Below 20,000 THB	11	4.40
20,001-50,000 THB	102	40.80
50,001-80,000 THB	76	30.40
80,001-100,000 THB	29	11.60
Above 100,000 THB	32	12.80
Total	250	100.00
5. Career		
Fulltime working	146	58.40
Government	5	2.00
Owner business	87	34.80
Freelance	8	3.20
Other	4	1.60
Total	250	100.00

First major from data analysis of Gender survey respondents present result (31.60%, n=79) were male, while 68.49%, (n=171) were female.

Second from analysis data of Age survey respondents present result largest of decision maker (59.60%, n=149) were between 25-35 years, whereas 34.80%, (n=87) were 36-45 years and 4.00%, (n=10) were below 25 years and last older of above 45 years were 1.60%, (n=4).

Third analysis data of four decision makers result (57.20%, n=143) had attained to bachelor degree, while 38.00%, (n=95) of Master degree, 2.80%, (n=10) indicate that under bachelor degree and the last of Ph.D. or other point to 2.00%, (n=5).

For income per month the result (40.80%, n=102) of their monthly income was between 20,001-50,000 THB, while 30.40%, (n=76) indicated that their monthly income was 50,001-80,000 THB and 12.80%, (n=32) reported to their monthly income above 100,000 THB, 11.60%, (n=29) of their monthly income was 80,001-100,000 THB and the last result of their monthly income below 20,000 THB show 4.40%, (n=11).

Finally of table 4.1 that reported to survey respondent of career, just over half of (58.40%, n=146) was fulltime working, while 34.8%, (n=87) that theirs was owner business, and 3.20%, (n=8) indicate to theirs was freelance, less of government show result 2.00%, (n=5), and 1.60%, (n=4) report to other career acceptance made wedding plan in luxury hotel.

#### 4.2 Development of factor composite scores

Data analysis for development of factor composite scores was divided of two consumption as (1) Measurement reliability and (2) Creating composite scores which the researcher measurement test all factor for analyzed alpha value result of each factor modules reliability. Therefore researcher created behavior intention is dependent variable and four of factors are independent variable such as perceived price, satisfaction of perceive service quality, self-concept, socials influence. According to researcher made question in each factor, factor of behavior intention have three questions, Three questions of perceived price, satisfaction of perceive service quality have fifteen questions, self-concept have two questions and opinion and four question of socials influence.

In order to all factor of five will composite the module question by reliability analysis and used SPSS version 23 use for find alpha value analyze of each factor.

From the result of each factor was measurable to shown by Cronbach's alpha is the most measure of internal consistency ("reliability"). It is most generally to use when you made a multiple Likert scale questions in a survey questionnaire that form a scale into you expect determine each of the scale reliable.

#### 4.2.1 Measurement reliability

Measurement is fundamental for empirical research which the process was allocated the values of a variable when you measure the same subjects twice or more. As the assumption alpha acceptance above 0.7 or greater for each factor of module question and will measurable conduct.

Table 4.2: Statistical analysis of alpha coefficient

Alpha Coefficient	Level	Definition
0.80-1.00	Very high	Excellent
0.70-0.79	High	Good
0.50-0.69	Medium	Fair
0.30-0.49	Low	Poor
Less than 0.30	Very low	Unacceptable

Source: Vanibuncha, K. (2003). *Statistical analysis: Statistics for management and research*. Thailand: Department of statistic of chulalongkorn University.

The acceptance in cronbach is alpha coefficient in the Alpha coefficient more than since it shows that the questionnaire reliability is acceptance (Cronbach and Lee 1951).

Table 4.3: Reliability statistic of Behavior intention (n=250)

Variable	Corrected	Cronbach's	Cronbach's Alpha
	Item-Total Correlation	Alpha if Item Deleted	
Behavior intention			
- The probability that I useThis hotel again	0.75	0.85	0.88
-The likelihood that I would recommend this hotel to a friend.	0.81	0.79	
-If you had to come back again, you would choose the same hotel.	0.75	0.85	

From Table 4.3 reported the questions of Behavior intention (BI) factor indicated to the question of the likelihood that I would recommend this hotel to a friend (BI1=0.81) has highest correlation and rest of two questions rang (BI2,BI3=0.75). Which behavior intention has very high cronbach's Alpha 0.88 as well

Table 4.4: Reliability statistic of Perceived price (n=250)

Variable	Corrected	Cronbach's	Cronbach's Alpha
	Item-Total Correlation	Alpha if Item Deleted	
Perceived price			
-I was satisfied to paying of wedding ceremony	0.15	0.20	0.28

(Continued)

Table 4.4 (Continued): Reliability statistic of Perceived price (n=250)

Variable	Corrected	Cronbach's	Cronbach's Alpha
	Item-Total	Alpha if Item	
	Correlation	Deleted	
-The price that you pay for wedding ceremony at this hotel was a rip – off	0.06	0.39	
-The price to paying for wedding plan at the hotel was a very reasonable or not	0.26	-0.075	0.28

From Table 4.4 reported the questions of Perceived prices (PP) factor indicated to the question of the price to paying for wedding at the hotel was very reasonable (PP3=0.26) and I was satisfied to pay of wedding ceremony (PP1=0.15) of correlation. Some problems of Perceived price get Cronbach's Alpha 0.28 that lower 0.7 from assumption acceptance.

As per the assumption in table 4.4 of perceive price that Cronbach's Alpha lower 0.7 because of researcher create the perceived price question follow by foreigner style. However, which most of Thai respondent may not interpret the questions in the same way as foreigner. So the research create correlations statistic in SPSS of each question for identify problem of each question as table follow.

Table 4.5: Correlation of perceived price

Variable		PP1	PP2	PP3
PP1	Pearson's correlation	1	-.036	.25**
PP2	Pearson's correlation	-.036	1	.11
PP3	Pearson's correlation	.25**	.11	1

From Table 4.5 the correlation of perceive price indicate to PP2 of the price that you pay for wedding ceremony at this hotel was a rip-off has a minus sign with PP1 and low correlation with PP3 and PP1, which it is a problem influence to Cronbach Alpha value of perceive price lower 0.7. So the researcher selected PP1 of I was satisfied to paying of wedding ceremony for run regression data analysis due to the importance of satisfaction of service quality relationship in literature review.

Table 4.6: Reliability statistic of Satisfaction of perceive service quality (n=250)

Variable	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
Satisfaction of perceive service quality			
-I am satisfied with the visual appealing of the hotel physical facilities.	0.65	0.95	
-I am satisfied with the hotel's employee dress and neat appearance.	0.67	0.95	
-I am satisfied with the fact that the appearance of physical facilities of the hotel is in keeping with type of service provided.	0.72	0.95	0.95
-I am satisfied with the fact that the hotel has modern- looking equipment.	0.68	0.95	

(Continued)

Table 4.6 (Continued): Reliability statistic of Satisfaction of perceive service quality  
(n=250)

Variable	Corrected Item-Total Correlation	Cronbach's Alpha	Cronbach's Alpha Based on standardized Items
-I am satisfied with the fact that material associated with the service appealing.	0.71	0.95	
-I am satisfied with the prompt service from hotel	0.68	0.95	
-I am satisfied with the fact that hotel's employees never being too busy to respond to my requests.	0.76	0.95	
-The fact that employee behavior instills confidence in me is satisfying	0.79	0.95	0.95
-I am satisfied with the safety when I am in transactions with the hotel's employees.	0.75	0.95	
-I am satisfied with the courteousness of hotel's employees.	0.75	0.95	
-I am satisfied with the ability of hotel's employees to answer my question.	0.80	0.95	

(Continued)



Table 4.6 (Continued): Reliability statistic of Satisfaction of perceive service quality (n=250)

Variable	Corrected Item-Total Correlation	Cronbach's Alpha	Cronbach's Alpha Based on standardized Items
-I am satisfied with the individual attention I received from the hotel.	0.82	0.95	
-I am satisfied with the personal attention I received from the hotel's employees.	0.80	0.95	0.95
-I am satisfied with the fact that employees are having	0.79	0.95	
-I am satisfied with the ability of the hotel's employees to understand my specific needs.	0.78	0.95	

From Table 4.6 reported the questions of Satisfaction of perceived service quality (SP) factor indicated to the question of I am satisfied with the individual attention I received from the hotel (SP12=0.82) has highest correlation and rest of two questions as table above rang (SP11,SP13=0.80), (SP8,SP14=0.79) consequent. Which Satisfaction of perceived service quality got a very high cronbach's Alpha 0.95 as well.

Table 4.7: Reliability statistic of Self-concept (n=250)

Variable	Corrected Item-Total Correlation	Cronbach's Alpha	Cronbach's Alpha Based on standardized Items
Self-concept			
-The personality of hotel) is consistent with how I would like to be (my ideal self).	0.84	N/A	0.91
-The personality of hotel is a mirror image of the person I would like to be (ideal self)	0.84	N/A	

From Table 4.7 indicated to that question of self-concept (SC) get correlation 0.84 of both questions, the personality of hotel is consistent with how I would like to be (SC1=0.84) and the personality of hotel is a mirror image of the person I would like to be (SC2=0.84). Which Self-concept got a very high cronbach's Alpha 0.91 as well.

Table 4.8: Reliability statistic of Social influences (n=250)

Variable	Corrected Item-Total Correlation	Cronbach's Alpha	Cronbach's Alpha Based on standardized Items
Social influence			
-I feel that using hotel enhance the image which others will have of me.	0.75	0.91	0.92

(Continued)

Table 4.8 (Continued): Reliability statistic of Social influences (n=250)

Variable	Corrected Item-Total Correlation	Cronbach's Alpha	Cronbach's Alpha Based on standardized Items
-I feel that people who use hotel possess the characteristics which I would like to have.	0.77	0.90	
-I feel that people who use hotel are admired or respected by others.	0.85	0.87	0.92
-I feel that using hotel for wedding ceremony help me show my business, classy, successfully person etc.	0.84	0.88	

From Table 4.8 reported the questions of Social influence (SO) factor indicated to the question of I feel that people who use hotel are admired or respected by others (SO3=0.85), I feel that using hotel for wedding ceremony help me show my business, classy, successfully person etc. (SO4=0.84) as table above consequent. Which Social influence got a very high cronbach's Alpha 0.92 as well.

#### 4.2.2 Composite scores

The composite scores of a factor is calculate by averaging all items that measure each of factor, Behavior intention, Satisfaction of perceived prices, Self-concept, and Social influence, which as for perceive price the researcher select PP1 to represent the perceived price.

### 4.3 Descriptive statistic of the underlying constructs

Descriptive statistic would like to apply for explained the opinion rating scale of survey respondent from each of factor and specific each of question influences to the consumer made wedding plan in luxury hotel. Which in this part, the researcher made separate by five sections for measurable rating scale results. Such as (1) Rating scale result of Behavior intention, (2) Rating scale result of Perceived price, (3) Rating scale result of Satisfaction of perceive service quality, (4) Rating scale result of Self-concept, (5) Rating scale results of Social influences.

Table 4.9: Rating scale result of Behavior intention (n=250)

Variable	Mean	Std. Deviation	Definition
Behavior intention	4.17	0.74	High
-The probability that I will use this hotel again	4.14	0.83	High
-The likelihood that I would recommend this hotel to a friend	4.18	0.81	High
-If you had to come back again, you would choose the same hotel	4.18	0.83	High

Data analysis result of rating scale Behavior intention from Table 4.9 indicate to Behavior intention (BI), the mean average score 4.17. Which choices of the likelihood that I would recommend this hotel to a friend (BI2) equal to choices of If you had to come back again, you would choose the same hotel (BI3), both of average score 4.18. And the last choices of the probability that I will use this hotel again (BI1) mean average score 4.14.

Table 4.10: Rating scale result of Perceived price (n=250)

<b>Variable</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Definition</b>
Perceived price	3.78	0.66	High
-I was satisfied to paying of wedding ceremony	3.78	0.66	High

Data analysis result of rating scale Perceived price from Table 4.10 report to Perceived price (PP) indicate mean average score 3.78. Which refer form choices of I was satisfied to paying of wedding ceremony (PP1) has highest mean average score 3.78.

Table 4.11: Rating scale result of Satisfaction of perceived service quality (n=250)

<b>Variable</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Definition</b>
Satisfaction of perceive service quality	4.03	0.58	High
-I am satisfied with the visual appealing of the hotel physical facilities	4.05	0.67	High
-I am satisfied with the hotel's employees' dress and neat appearance	4.06	0.71	High
-I am satisfied with the fact that the appearance of physical facilities of the hotel is in keeping with type of provided	4.06	0.72	High

(Continued)

Table 4.11 (Continued): Rating scale result of Satisfaction of perceived service quality (n=250)

Variable	Mean	Std. Deviation	Definition
-I am satisfied with the fact that the hotel has modern– looking equipment	4.00	0.79	High
-I am satisfied with the fact that material associated with the service (such as pamphlet or statement) are visually appealing at the hotel	3.88	0.74	High
-I am satisfied with the prompt service from hotel's employees.	3.95	0.73	High
-I am satisfied with the fact that hotel's employees never being too busy to respond to my requests.	3.99	0.77	High
-The fact that employee behavior instills confidence in me is satisfying	4.00	0.75	High
-I am satisfied with the safety when I am in transactions with the hotel's employees.	4.01	0.79	High
-I am satisfied with the courteousness of hotel's employees	4.14	0.72	High
-I am satisfied with the ability of hotel's employees to answer my question	4.00	0.75	High
-I am satisfied with the individual attention I received from the hotel	4.02	0.75	High

(Continued)

Table 4.11 (Continued): Rating scale result of Satisfaction of perceived service quality (n=250)

Variable	Mean	Std. Deviation	Definition
-I am satisfied with the personal attention I received from the hotel's employees	4.05	0.75	High
-I am satisfied with the fact that employees are having my best interests at heart	4.12	0.73	High
-I am satisfied with the ability of the hotel's employees to understand my specific needs	4.06	0.74	High

Data analysis result of rating scale Satisfaction of perceive of service quality (SP) from Table 4.12 report to mean average score 4.03 of satisfaction of perceive service quality. The highest of choices I am satisfied with the courteousness of hotel's employees, mean average score (SP10=4.14). Subordinate show mean average score (SP14=4.12) of I am satisfied with the fact that employees are having my best interests at heart. And mean average score (SP2, SP3, SP15=4.06) indicate to three questions, which mostly of question rang mean average score not lower 4.00 which just a little of question range mean average score (SP7=3.99, SP6=3.95, SP5=3.88) consequently as table above.

Table 4.12: Rating scale result of Self-concept (n=250)

Variable	Mean	Std. Deviation	Definition
Self-concept	4.00	0.70	High
-The personality of hotel) is consistent with how I would like to be (my ideal self).	4.01	0.71	High
-The personality of hotel is a mirror image of the person I would like to be (my ideal self).	4.00	0.75	High

Data analysis result of rating scale Self-concept quality (SC) from Table 4.12 indicated to self-concept has mean average score 4.00. The personality of hotel is consistent with how I would like to be (SC1), the mean average score 4.01 and 4.00 of the personality of hotel is a mirror image of the person I would like to be (SC2).

Table 4.13: Rating scale result of Social influence (n=250)

Variable	Mean	Std. Deviation	Definition
Social influence	4.03	0.67	High
-I feel that using hotel enhance the image which others will have of me.	4.50	0.75	High
-I feel that people who use hotel possess the characteristics which I would like to have.	4.23	0.77	High

(Continued)



Table 4.13 (Continued): Rating scale result of Social influence (n=250)

Variable	Mean	Std. Deviation	Definition
-I feel that people who use hotel are admired or respected by others.	4.08	0.85	High
-I feel that using hotel for wedding ceremony help me show my business, classy, successfully person etc.	4.01	0.84	High

Data analysis result of rating scale Social influences (SC) from Table 4.13 reported to Social influence has mean average score 4.03 and highest of mean average score 4.50 indicate to I feel that using hotel enhance the image which others will have of me (SC1). Subordinate choice of I feel that people who use hotel possess the characteristics which I would like to have (SC2), that mean average score 4.23. And rest of two questions rang mean average score as table consequent.

Table 4.14: Descriptive statistics, Correlation matrix and Squared correlations.

Variable	Mean	Std. Dev	Beha vior	Prices	Satis faction	Self Concep t	Social Influence
Behavior	4.17	0.74	1	.25	.32	.22	.27
Pearson Correlation							
Perceived price	3.78	0.66	.50**	1	.15	.17	.12
Pearson Correlation							
Satisfaction	4.03	0.58	.57**	.39**	1	.29	.45
Pearson Correlation							
Self-concept	4.00	0.70	.47**	.41**	.54**	1	.48
Pearson Correlation							
Social influence	4.03	0.67	.52**	.34**	.67**	.69**	1

#### 4.4 Multiple regression analysis

##### 4.4.1 Test of individual Assumptions

Refer to qualify of data diagnostic should be consist to agreement of data analysis technique. So the researcher use Multivariate analysis for a made model structure such as (1) Linearity data diagnostic, (2) Normality data diagnostic, (3) Homoscedasticity data diagnostic (Hair, Black, Babin & Anderson, 2010, p.244).

Data diagnostic statistic has a potential necessary because of analysis data have many variables if any variable inconsistencies to agreement of this research analysis. In order to the data analysis has distortion and unclearing. Therefore researcher would like to apply Multivariate analysis for analysis data as consumption model structure as follow.

##### 4.4.1.1 Linearity data diagnostic

The assumption of linearity would like to provide relationship just in case of individual variable as the multivariate techniques revealed relatively little in terms. Moreover linearity has a pattern to each pair variable and the ability to show the result of correlation coefficient to adequately represent the relationship.

Therefore the researcher found the examination assumption provide by scatterplot for select metric variables in the data set. According to scatterplot have apparent the relationship between with independent and dependent variable (Hair, Black, Babin & Anderson, 2010, p.86). Data analysis result present by figure 4.1 till 4.4 below.

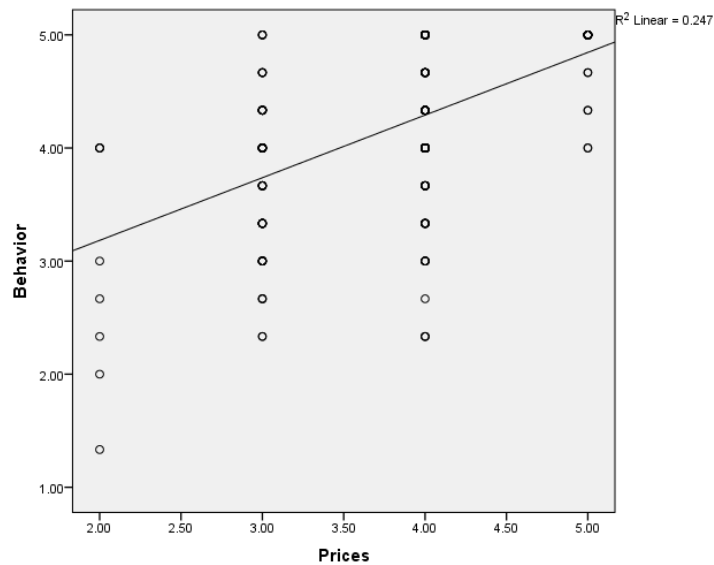


Figure 4.1: Linearity data of Perceived price independent variable in case of Behavior intention dependent variable.

Follow into this graph the relationship between Behavior intention and Perceived priced are slightly linearity.

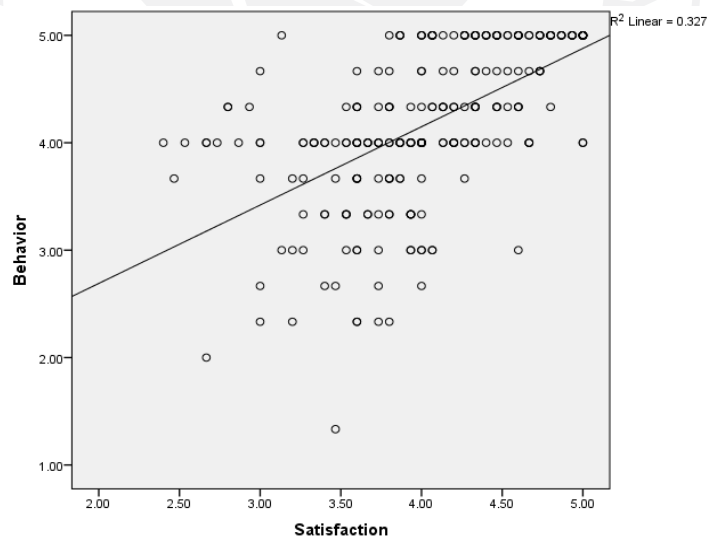


Figure 4.2: Linearity data of Satisfaction perceive of service quality independent variable in case of Behavior intention dependent variable.

Follow into this graph the relationship between Behavior intention and Satisfaction of perceived service quality are slightly linearity.

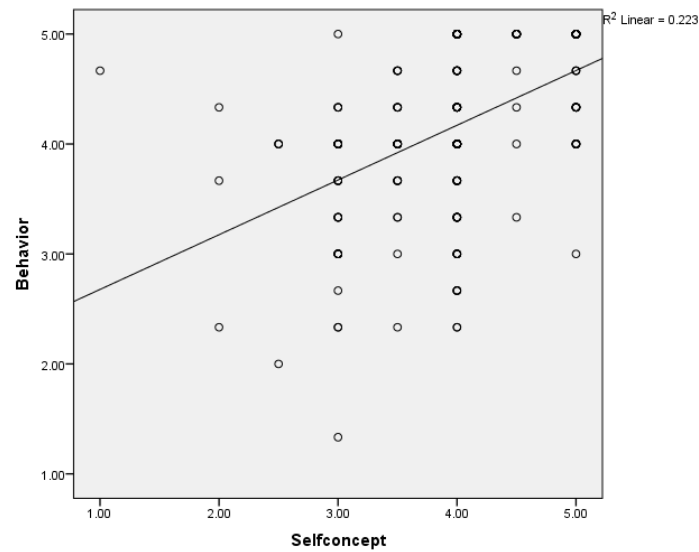


Figure 4.3: Linearity data of Self-concept independent variable in case of Behavior intention dependent variable.

Follow into this graph the relationship between Behavior intention and Self-concept are slightly linearity.

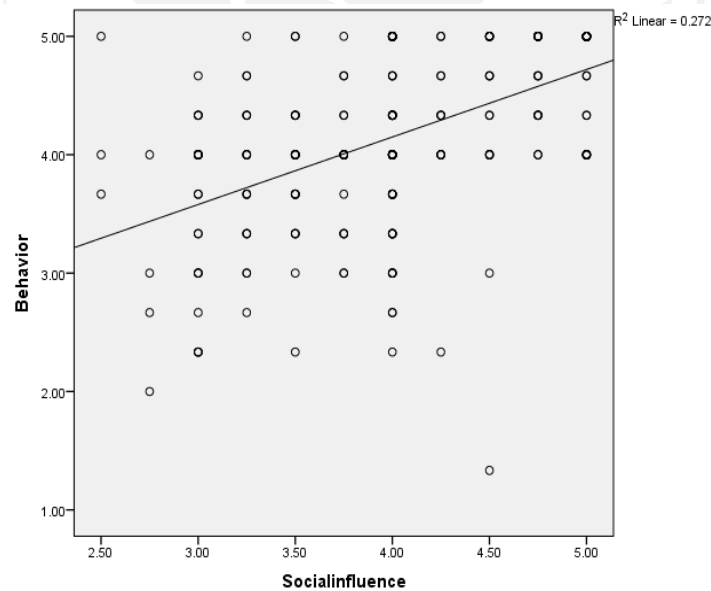


Figure 4.4: Linearity data of Social influence independent variable in case of Behavior intention dependent variable.

Follow into this graph the relationship between Behavior intention and Social influence are slightly linearity.

#### 4.4.1.2 Normality data diagnostic

The appearance of multivariate analysis is normality, can refer to shape fundamental data analyze in order to distribution for an individual matrix variable.

The normality is required to use f and t statistic as assumption the variation from normal distribution is sufficiently large, all resulting statistical test are invalid (Hair, Black, Babin & Anderson, 2010, p.71)

Normality data diagnostic can create by shape characteristics of Q-Q plot chart and the chart analysis of Q-Q plot present the result diagonally line and plotted of data value are comparison with diagonally. Represent to the actual data distribution closely follow diagonal (Hair, Black, Babin & Anderson, 2010, p.81). Data analysis result present by graph image 4.5 till 4.9 below.

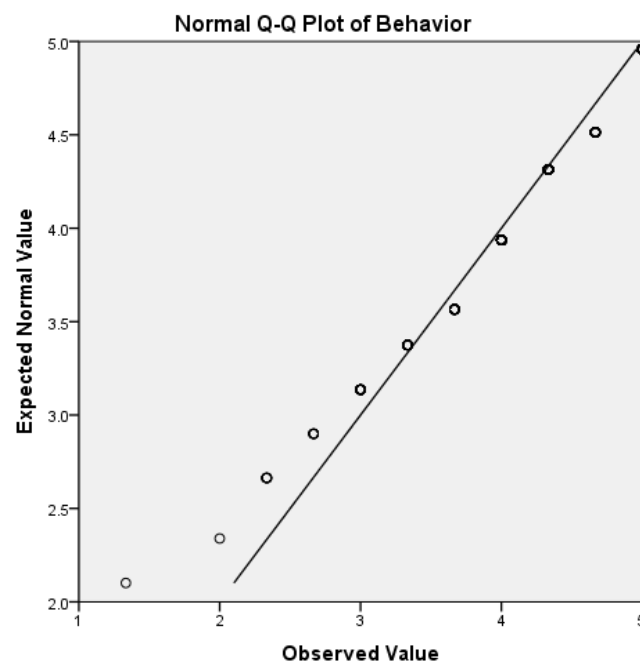


Figure 4.5: Normality data of Behavior intention variable.

Follow into this graph normal Q-Q plot of Behavior intention variable is quite skewed on the tail.

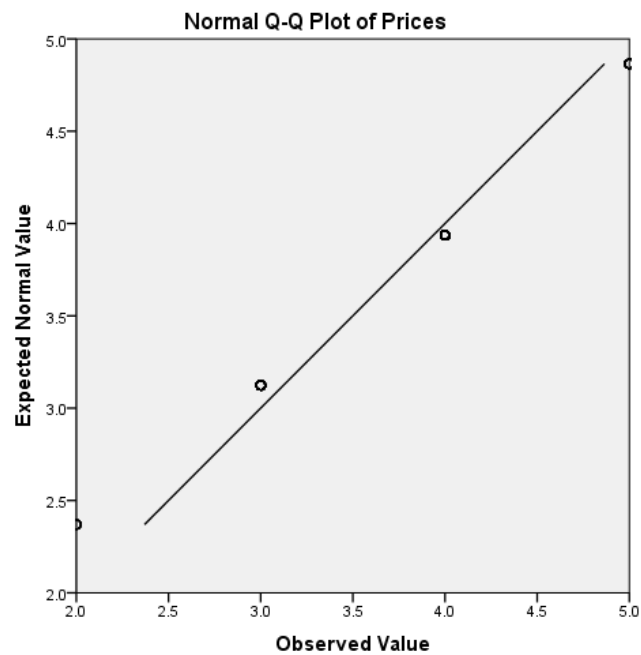


Figure 4.6: Normality data of Perceive price variable.

Follow into this graph normal Q-Q plot of Perceived price variable is quite skewed on the tail.

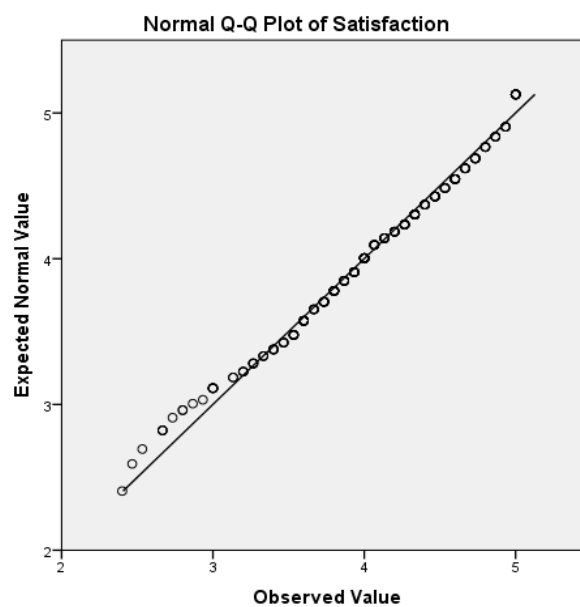


Figure 4.7: Normality data of Satisfaction perceived service quality variable.

Follow into this graph normal Q-Q plot of Satisfaction of perceived service quality variable is quite skewed on the tail.

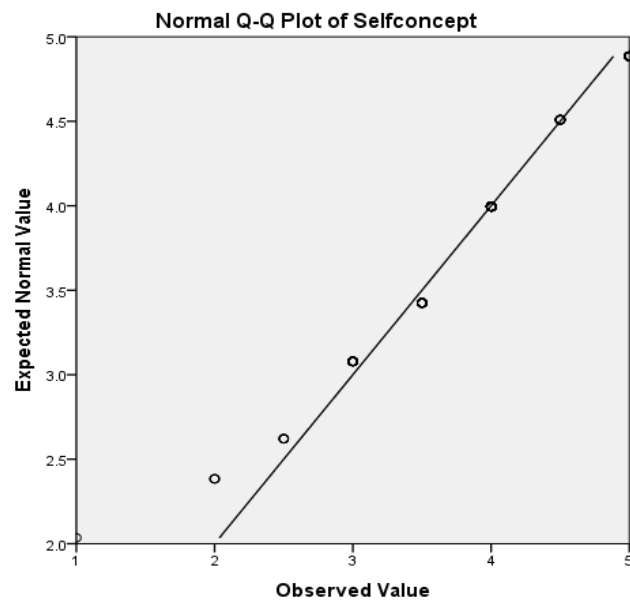


Figure 4.8: Normality data of Self-concept variable.

Follow into this graph normal Q-Q plot of Self-concept variable is quite skewed on the tail.

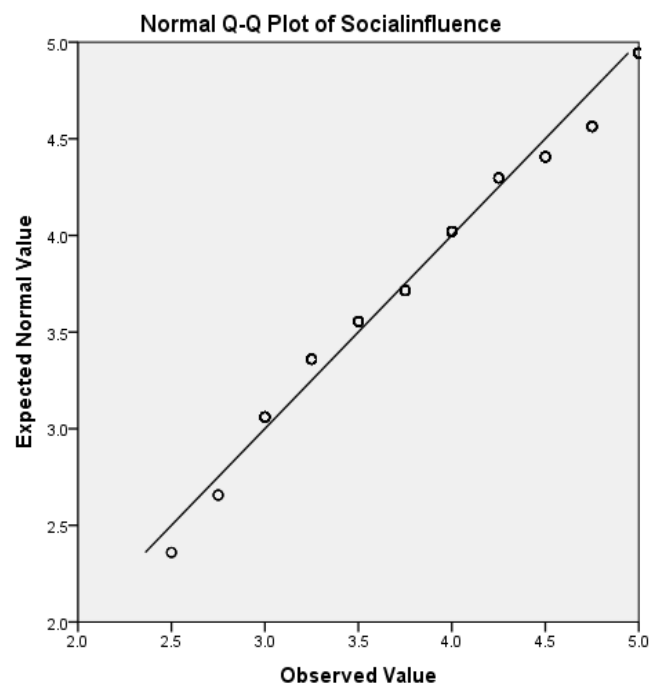


Figure 4.9: Normality data of Social influences variable.

Follow into this graph normal Q-Q plot of Social influences variable is quite skewed on the tail.

#### 4.4.1.3 Homoscedasticity Data diagnostic

The assumption of homoscedasticity indicated to analysis variance in the data set into identified the dependent variable explain each of independent relationship based on multiple regressions statistical, which the researcher used homoscedasticity analysis for identified variance measurable and present the graph by scatter plots (Hair, Black, Babin & Anderson, 2010, p.82).

The next assumptions of homoscedasticity are constancy of the residual values which refer to the independent variable. Our analysis is many time to identification of 1residual pattern and show the pattern by graph of relationship between standardized residual and standardized predicted values, by regression (Hair, Black, Babin & Anderson, 2010, p.221).

Refer to independent variable, when the variance of the error term. That assumption equal variance population has to error which estimated by linear regression if the error terms have to increase or modulating variance, influences to the data are heteroscedastic (Hair, Anderson & Tatham, 1987, p.19). Heteroscedasticity consist from a section discuss the data has nonnormality and transformation of the variables to spread.

Accordingly to the test homoscedasticity of metric variable encounter the method of multiple regressions, it the best accomplished by graph scatterplot analysis which participate to analysis of the residual and get a result completely. Data analysis result present by graph residual plot 4.10 till 4.13 below.



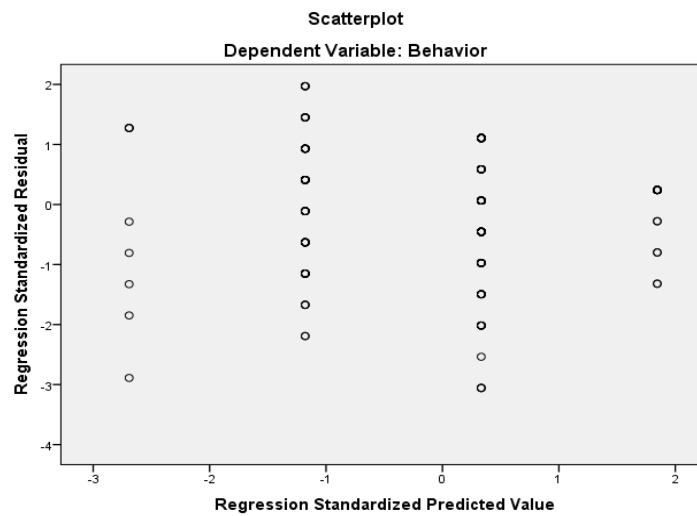


Figure 4.10: Homoscedasticity data of residual plot with Perceived price are metric variable in case of Behavior intention are dependent variable  
Follow into this graph the relationship between Perceived price and Behavior intention accepted mild heteroscedasticity.

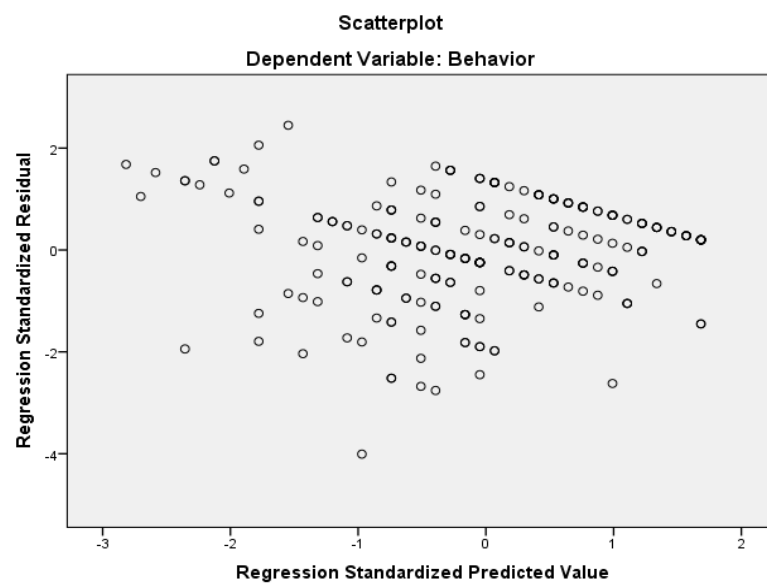


Figure 4.11: Homoscedasticity data of residual plot with Satisfaction of perceive service quality as metric variable in case of Behavior intention are dependent variable.  
Follow into this graph the relationship between Satisfactions of perceive service quality and Behavior intention are heteroscedasticity.

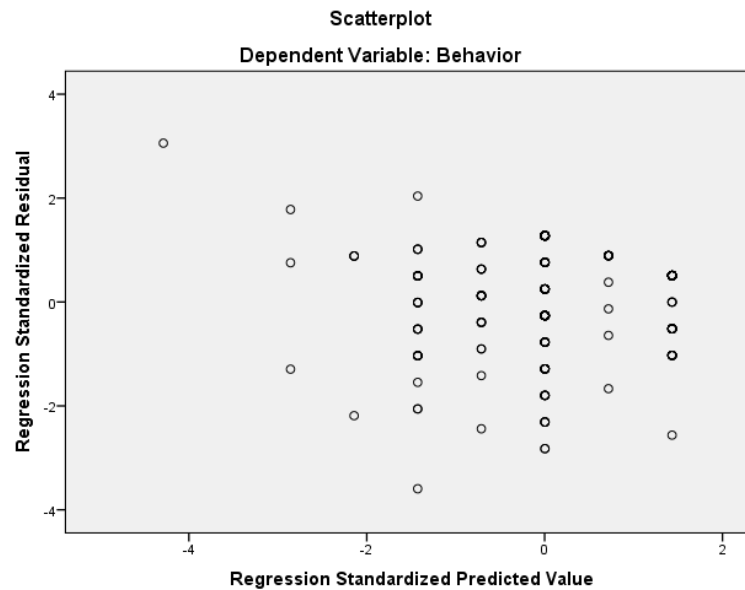


Figure 4.12: Homoscedasticity data of residual plot with Self-concept metric variable in case of Behavior intention are dependent variable.

Follow into this graph the relationship between Self-concept and Behavior intention are mild heteroscedasticity.

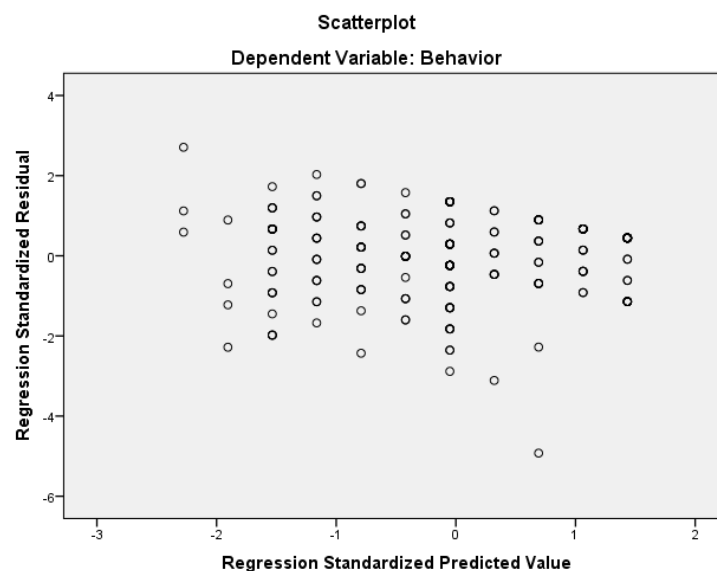


Figure 4.13: Homoscedasticity data of residual plot with Social influence metric variable in case of Behavior intention are dependent variable.

Follow into this graph the relationship between Social influence and Behavior intention are mild heteroscedasticity.

#### 4.4.2 Test of model Assumptions

Refer to final step examination of the data testing for the assumption base on multivariate analysis. The earlier step researcher would like to study a large of variable and run regression of model assumption. Actually in this part, the complexity conduct to explain all variable and put all factor of independent variable relate to dependent variable. Instances to researcher refer multivariate analysis model and produces for get result present by (1) normality (2) Homoscedasticity and (3) multicollinearity of model assumption even when the assumptions are severely violated. Data analysis of model assumption result present by graph 4.14 till 4.16 below;

##### 4.4.2.1 Normality

The fundamental assumption in normality, refer to the shape data regression distribution of all independent relationship with dependent variable present by graph of histogram and p-plot.

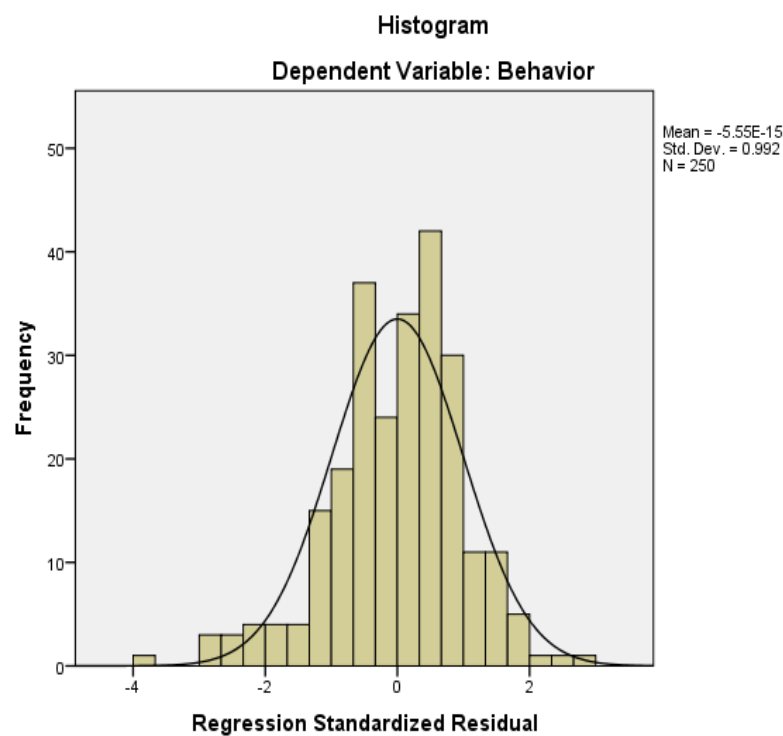


Figure 4.14: Normality histogram regression of model assumption

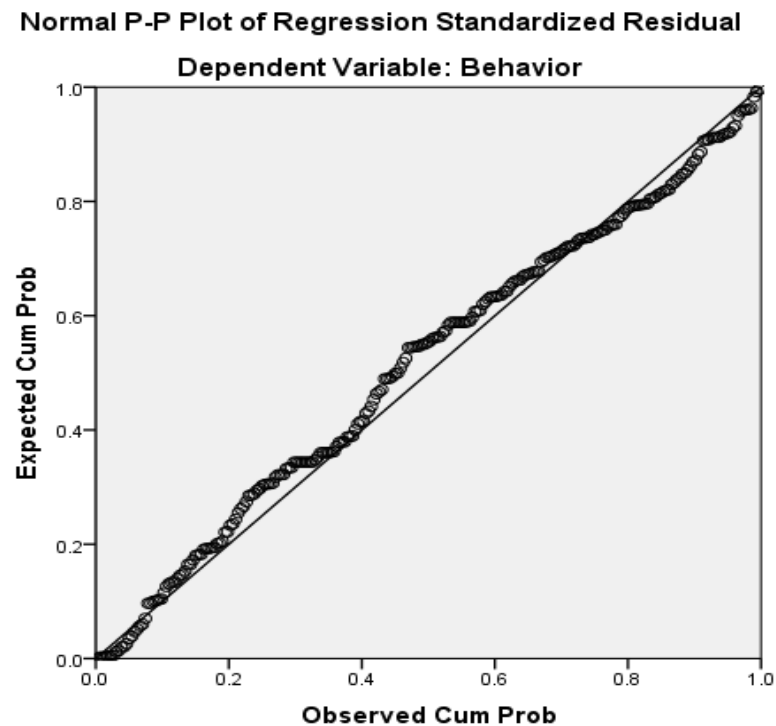


Figure 4.15: Normality P-P plot regression of model assumption

Follow into graph of Histogram and P-P plot indicate to the relationship between Dependent variable (BI) and Independent variable (PP, Satis, SC, SO) may have some mild problem with non-normality.

#### 4.4.2.2 Homoscedasticity

The fundamental of assumption in homoscedasticity refer to variance of the dependent variable being to explain in the all independent relationship, which present by graph of scatter plots.

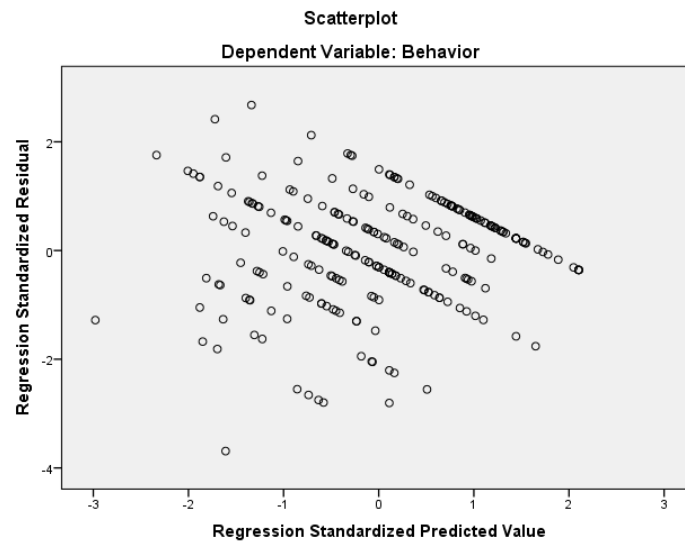


Figure 4.16: Homoscedasticity regression of model assumption

Follow into this graph the relationship between Dependent variable (BI) and independent variable (PP, Satis, SC, SO) are mild Heteroscedasticity.

#### 4.4.2.4 Multicollinearity

Key assumptions of multicollinearity refer to occur when two or more variable are highly correlate and set among other variable ability to isolate conducted to single variable making interpretation. So independent variable should not higher than correlated and use tolerance and VIF for explain.

##### 4.4.2.4.1 Tolerance

A direct measure of multicollinearity, define to the total of variability for choose independent variable that any regression model relate with two or more independent variable can be define by tolerance. Which the tolerance value should be high that mean a small degree of multicollinearity (Hair, Black, Babin and Anderson, 2010, Page 201).

##### 4.4.2.4.2 Variance Inflation Factor (VIF)

A Second measure of multicollinearity is the variance inflation factor (VIF) which calculated by inverse tolerance value. Thus, if highest degree of

So multicollinearity in multiple linear regression model. Tolerance should be  $> 0.1$  (or  $VIF < 10$ ) for all variables to indicate that the multiple regression results are free from multicollinearity (Hair, Black, Babin and Anderson, 2010).

#### 4.5 Multiple regression result

Table 4.15: Regression Results

Variable	Behavior intention						
	B	S.E.	Beta	T	Sig	Tolerance	VIF
Perceived price	0.32	0.06	0.29	5.39	0.00	0.79	1.27
Satisfaction of perceive service quality	0.39	0.08	0.31	4.67	0.00	0.52	1.92
Self-concept	0.08	0.07	0.07	1.08	0.28	0.49	2.04
Social influences	0.18	0.08	0.17	2.20	0.03	0.41	2.47
R	0.67						
R-square	0.44						
F	48.46						
Sig	0.00						

From 4.15 Table show that regression result overall of all independent variables (Perceived price, Satisfaction of perceived service quality, Self-concept, Social influence) correlate into description of variance dependent variable (Behavior intention) at 44% that refer from R-square 0.44, R 0.67 and significant 0.00 Most authors refer to statistically significant  $P\text{-value} < 0.05$  (Hair, Black, Babin and Anderson, 2010, Page 20).

To explain relationship between independent variable and dependent variable, the researcher indicated to Beta (B unstandardized Coefficients) value for description the result direct relation with p-value. As the assumption statistically significant  $P\text{-value} < 0.05$ , the researcher summarize result of each factor independent variable significant to dependent variable as follow.

Result of Perceived price has a positive influences relationship to Behavior intention at 0.05 significant level ( $B=0.322$ ,  $P\text{-value}=0.00$ ).

Result of Satisfaction of perceive service quality has a positive influences relationship to Behavior intention at 0.05 significant level ( $Beta=0.394$ ,  $P\text{-value}=0.00$ ).

Result of Self-concept has a negative relationship to Behavior intention at 0.05 significant level ( $Beta=0.078$ ,  $P\text{-value}=0.28$ ).

Result of Social influence has a positive relationship to Behavior intention at 0.05 significant level ( $Beta=0.181$ ,  $P\text{-value}=0.03$ ).

#### 4.6 Hypothesis testing

Table 4.16: Summary of hypothesis result

Hypothesis	Result of hypothesis
H1: Perceived Price has influence to the consumer made decision for wedding plan in luxury hotel.	Significant
H2: Satisfaction of Perceived service quality has influence to the consumer made decision for wedding plan in luxury hotel.	Significant
H3: Self-Concept has not influence to the consumer made decision for wedding plan in luxury hotel.	Not Significant
H4: Social influence has influence to the consumer made decision for wedding plan in luxury hotel.	Significant

From the table 4.16, the researcher should be focus on the factor Satisfaction of perceived service quality first, Perceives prices and Social influences have a significant consequently and positive impact to the consumer made decision.



## CHAPTER 5

### CONCLUSION, DISCUSSION AND RECOMMENDATIONS

In this chapter, the researcher would like to conclude and discussion compact understand the result of analysis that conducted to use the data that were obtain to factor influence to consumer made wedding plan in luxury hotel. Moreover, the researcher focused the keynote have to highlight important in previous chapter for discussion scope and summary detail accomplish present to this chapter.

Therefore in this research, the researcher have objective to purpose study Behavior intention influence to consumer which refer to four factor of Perceived prices, Satisfaction of perceive services quality, Self-concept, Social influences are independent variable. And determine to Behavior intention is dependent variable. So the researcher was described the conclusion, discussion and suggestion of the result as below.

#### 5.1 Summary of the result

##### 5.1.1 Demographic Profile

Table 5.1: Demographic Profile

Variable	Number	Percentage
1. Sex		
Male	79	31.60
Female	171	68.40
Total	250	100.00

(Continued)

Table 5.1 (Continued): Demographic Profile

Variable	Number	Percentage
2. Age		
Below 25 Years	10	4.00
25-35 Years	149	59.60
36-45 Years	87	34.80
Above 45 Years	4	1.60
Total	250	100.00
3. Education level		
Under Bachelor degree	7	2.80
Bachelor degree	143	57.20
Master degree	95	38.00
Ph.D. or other	5	2.00
Total	250	100.00
4. Income / month		
Below 20,000 THB	11	4.40
20,001-50,000 THB	102	40.80
50,001-80,000 THB	76	30.40
80,001-100,000 THB	29	11.60
Above 100,000 THB	32	12.80

(Continued)

Table 5.1 (Continued): Demographic Profile

Variable	Number	Percentage
Total	250	100.00
5. Career		
Fulltime working	146	58.40
Government	5	2.00
Owner business	87	34.80
Freelance	8	3.20
Other	4	1.60
Total	250	100.00

The demographic profile data analysis shown the sample of consumer made decision wedding plan in luxury hotel and made a questionnaire has total 250 persons. The most of (1) female in survey respondents present result the percentage 68.49 (2) Age 25-35 Years of 59.60 (3) Bachelor degree of 57.20 (4) Income per month total 20,001-50,000 THB of 40.80 (5) Fulltime working career of 58.40 as table above.

#### 5.1.2 Regression results

Table 5.2: Regression Results

Variable	Behavior intention		
	B	S.E.	Sig
Perceived price	0.32	0.06	0.00
Satisfaction of perceive service quality	0.39	0.08	0.00
Self-concept	0.08	0.07	0.28
Social influences	0.18	0.08	0.03

From the regression result, the researcher found the factor influence to consumer made decision in luxury hotel. First of Satisfaction of perceived service quality ( $B=0.39$ ,  $0.00<0.05$ ) has high influence positive relationship to consumer, Second indicate to Perceived price ( $B=0.32$ ,  $0.00<0.05$ ), and third Social influence ( $B=0.18$ ,  $0.18<0.05$ ) have influence positive to consumer as consequent. Which third of factors consistence the theory of Hair, Black, Babin and Anderson in multivariate data analysis has a significant  $P\text{-value}< 0.05$  acceptance. But in term of Self-concept factors ( $B=0.08$ ,  $0.28>0.05$ ) has not influence to consumer, which it's probably of the Thai respondent have many different attitude personality to give opinion and incomprehension the questions of foreigner style due to the researcher translate it.

### 5.1.3 Hypothesis Testing

Table 5.3: Hypothesis testing

Hypothesis	Result of hypothesis
H1: Perceived Price has influence to the consumer made decision for wedding plan in luxury hotel.	Significant
H2: Satisfaction of Perceived service quality has influence to the consumer made decision for wedding plan in luxury hotel.	Significant
H3: Self-Concept has not influence to the consumer made decision for wedding plan in luxury hotel.	Not Significant
H4: Social influence has influence to the consumer made decision for wedding plan in luxury hotel.	Significant

From hypothesis testing, the researcher found factors of Perceive price, Satisfaction of perceived service quality and Social influences have significant positive influences to the consumer. But the Self-concept has not significant due to Thai respondent report to this factor unreasonable influence to the consumer made decision wedding plan in luxury hotel.

## 5.2 Discussion

Discussion from analysis data result of factor influences to consumer made decision, the researcher found Perceived price, Satisfaction of perceived services quality and Social influence have influence to Behavior intention in order to consumer made wedding plan in luxury hotel. Therefore researcher evaluated result that indicated to consistence hypothesis and relation support to literature review of previous research.

The researcher found a significant relationship of those factors, Perceive price, Satisfaction of perceived service quality and Social influence have influence to consumer at  $P < 0.05$  level. This suggested to decision makers are willing to consider independently variable of Perceive price, Satisfaction of perceive service quality and Social influences factors when choosing wedding plan ceremony.

First, Perceive price influence positive to Behavior intention relationship to consumer made decision, which Perceived price has significant 0.00 that consist to previous research of Bettman & James R (1973). According to theory of Schwartz and blisky (1990) explicate the product should set the pricing line relate with a perceive value to consumer recognize to buy the product under perceive conditions that value affect directly to consumer.

Second, Satisfaction of perceive service quality influence positive to Behavior intention relationship to consumer made decision, which Satisfaction of perceive service quality has significant 0.00 that consist to previous research of Marinkovic, Senic, Kocic & Sapic (2013). According to theory of Zeithaml (1987) explicate the consumer expectation to employee has high performance reflect to performance perceived of consumer satisfaction. So their employee should high performance of tangible, reliability, responsiveness, competence courtesy and empathy to service the consumer.

Third, Social influence has influences positive to Behavior intention relationship to consumer made decision, which Social influence has significant 0.03 that consist to previous research of Moschis & George (1976), Witt & Bruce (1970),

Stafford and James (1966) and M'Saad & Pons (2011). According to theory of Bearden & Btzel (1982) explicate to social influence relate with reference group of value expressive influences consumer that refer to brand choice depends on whether product are publicly and whether of publicly consumed luxury (PUL), the product should set the pricing line relate with a perceive value to consumer recognize to buy the product under perceive conditions that value affect directly to consumer image of each other person look like their society publicly

But in terms of Self-concept which not significant to behavior intention at 0.28 levels, because of most Thai respondent have many different attitude personality to give opinion in part of self-concept questions. So is not related with the theory of Sirgy, Joseph & Jeffrey (1982) explicated that self-congruence has determine by self-image can be instead by positive brand-image relate with cause of consumer think positive of their product image perceived while their think positive of self-image congruity can reflect to their consumer want to be.

### 5.3 Managerial implications

Regarding to analysis data result, the researcher recommendation to whose manager interest or owner concern with wedding plan ceremony business which should be recognize to apply the factor influence to the consumer made decision as follow.

5.3.1 The researcher recommence to whose manager interest or owner business should be recognize set the price line relate with the price value perceived by consumer to be satisfied and represent value of the services provided.

5.3.2 The researcher recommence to whose manager interest or owner business should be recognize to the consumer satisfaction such as good service forever, employee have a high performance and make the impression brand loyalty of the consumer.

5.3.3 The researcher recommence to whose manager interest or owner business should be recognize to create product advertising relate with social influences to service consumer and made their consumer feel acceptance from their society.

#### 5.4 Recommendations for future research

Regarding to data analysis result have acceptance 3 hypothesis as from originally 4 hypotheses. In order to the researcher recommendation for next research can follow the factor concept model in this research.

Because of there are use full for research in term of wedding in hotel industry for research study of hospitality management. But in this research, the researcher found some problems of Thai respondents have confusing and not acceptance self-concept factor influence to consumer made decision wedding plan in luxury hotel.

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## Appendix A: Survey questionnaire (English)

### FACTORS INFLUENCING CONSUMERS' CHOICE DECISIONS ON A LUXURY HOTEL: THE CASE OF WEDDING CEREMONY IN BANGKOK

This questionnaire asks for your opinions about various aspects about the hotel where you held your wedding ceremony.

The questions have no right or wrong answers and only indicate your opinions.

Please fill from the questionnaire below completely and sent back to

Mr.Supawat Sawatpibool.

If you have any questions about this questionnaire, please contact Mr.Supawat Sawatpibool. Tel: 08-05871767 directly anytime.

#### Part 1: Respondent information

1. Sex ☐ Male ☐ Female
2. Age ☐ Below 25 Years ☐ 25-35 Years  
☐ 36-45 Years ☐ Above 45 Years
3. Education Level ☐ Under Bachelor degree ☐ Bachelor degree  
☐ Master degree ☐ Ph.D. or other
4. Income (month) ☐ Below 20,000 THB  
☐ 20,001-50,000 THB  
☐ 50,001-80,000 THB  
☐ 80,001-100,000 THB  
☐ Above 100,000 THB
5. Career ☐ Fulltime Working ☐ Government  
☐ Owner Business ☐ Freelance  
☐ Other: .....

**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 (for other purposes)**

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. How much did you pay for wedding ceremony in luxury hotel.**

- ( ) Below 300,000 THB                      ( ) 300,001-500,000 THB  
 ( ) 500,001-800,000 THB                ( ) 800,001-1,000,000 THB  
 ( ) Above 1,000,000 THB

- 3. Please indicate the extent to which you agree or disagree with the following statements about the price you paid for your wedding ceremony at ..... (name's of hotel)**

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I was satisfied paying ..... [The amount specified in 2.] for wedding ceremony	1	2	3	4	5



The price that you pay for wedding ceremony at this hotel was a rip – off.	1	2	3	4	5
--	---	---	---	---	---

**Paying ..... [The amount specified in 2.] for wedding plan at the hotel was a very .....**

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

**4. 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 used for your wedding ceremony**

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	1	2	3	4	5

equipment					
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 behavior instills 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

- 5. Take a moment to think about hotel.....( name of hotel you used for your wedding ceremony) describe this hotel using personality characteristics such as reliable, smooth, beautiful, glamorous, successful, classy, etc. and please write them down in the space provided below**

**5.1** \_\_\_\_\_

**5.2** \_\_\_\_\_

**5.3** \_\_\_\_\_

**5.4** \_\_\_\_\_

- 6. Now think about how you would like to see yourself (your ideal self).  
What kind of person would you like to be?**

6.1 \_\_\_\_\_

6.2 \_\_\_\_\_

6.3 \_\_\_\_\_

6.4 \_\_\_\_\_

**7. Once you have written down your ideal self in 6., please indicate the extent to which you agree or disagree with the following statements.**

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The personality of ..... (name of hotel) is consistent with how I would like to be (my ideal self).	1	2	3	4	5
The personality of ..... (name of hotel) is a mirror image of the person I would like to be (my ideal self).	1	2	3	4	5

**8. Please indicate the extent to which you agree or disagree with the following statements about the image of the hotel.**

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I feel that using ..... (name	1	2	3	4	5

of hotel) enhance the image which others will have of me.					
I feel that people who use .....(name of hotel) possess the characteristics which I would like to have.	1	2	3	4	5
I feel that people who use ..... (name of hotel) are admired or respected by others.	1	2	3	4	5
I feel that using .....(name of hotel) to hold a wedding ceremony help me show others what I am, or would like to be (such as successful business person, classy person, etc.)	1	2	3	4	5

**\*\*We appreciate your cooperation in this survey. Your information will kept strictly confidential\*\***

## Appendix B: Survey questionnaire (Thai)

### แบบสอบถาม

ปัจจัยทางการตลาดที่มีอิทธิพลต่อลูกค้าในการตัดสินใจจัดงานแต่งงานในโรงแรมระดับ 4-5 ดาว

แบบสอบถามชุดนี้เป็นส่วนหนึ่งของวิชาการค้นคว้าอิสระ หลักสูตรบริหารธุรกิจ มหาวิทยาลัยกรุงเทพ โดยมี

วัตถุประสงค์เพื่อศึกษาปัจจัยที่มีอิทธิพลต่อลูกค้าในการตัดสินใจจัดงานแต่งงานในระดับ 4-5 ดาว

คำถามเหล่านี้ไม่มีคำตอบถูกหรือผิด ผู้วิจัยต้องการทราบความคิดเห็นของท่านเท่านั้น

กรุณาตอบแบบสอบถามและส่งกลับคืนผู้วิจัยจักเป็นพระคุณยิ่ง

หากมีข้อสงสัยเกี่ยวกับแบบสอบถาม กรุณาติดต่อ นายศุภวัฒน์ สวัสดิ์พิบูลย์

โทร 08-058-71767.

### ส่วนที่ 1: ข้อมูลทั่วไปเกี่ยวกับผู้ตอบแบบสอบถาม

1. เพศ ☐ ชาย ☐ หญิง
2. อายุ ☐ อายุต่ำกว่า 25 ปี ☐ อายุระหว่าง 25-35 ปี  
☐ อายุระหว่าง 36-45 ปี ☐ อายุมากกว่า 45 ปี
3. ระดับการศึกษา ☐ ต่ำกว่าปริญญาตรี ☐ ปริญญาตรี  
☐ ปริญญาโท ☐ ปริญญาเอกและสูงกว่า
4. รายได้ต่อเดือน (บาท) ☐ ต่ำกว่า 20,000 บาท ☐ 20,001-50,000 บาท  
☐ 50,001-80,000 บาท ☐ 80,001-100,000 บาท  
☐ มากกว่า 100,000 บาท
5. อาชีพ ☐ พนักงานบริษัทเอกชน ☐ รับข้าราชการ  
☐ ธุรกิจส่วนตัว ☐ รับจ้างทั่วไป  
☐ อื่นๆ.....

## ส่วนที่ 2:

1. ข้อความต่อไปนี้อธิบายถึงความตั้งใจของคุณที่จะใช้บริการของโรงแรมนี้อีกครั้ง (โรงแรมที่คุณใช้จัดงานแต่งงาน) กรุณาเลือกตัวเลขที่แสดงถึงความตั้งใจของคุณมากที่สุด

**1.4 ความเป็นไปได้ที่ฉันจะกลับมาใช้บริการโรงแรมนี้อีกครั้ง (เพื่อให้บริการอื่นๆ ของโรงแรม)**

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

**1.2 ความเป็นไปได้ที่ฉันจะทำการแนะนำโรงแรมนี้ให้แก่เพื่อนหรือคนรู้จัก**

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

**1.3 ถ้าให้ฉันย้อนเวลากลับไป ฉันก็ยังจะเลือกจัดงานแต่งงานที่โรงแรมนี้**

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

**2. ไม่ทราบว่าการจัดงานแต่งงานของคุณที่โรงแรมนี้มีค่าใช้จ่ายโดยรวมประมาณเท่าไร**

- ( ) ต่ำกว่า 300,000 บาท                      ( ) 300,001-500,000 บาท
- ( ) 500,001-800,000 บาท                      ( ) 800,001-1,000,000 บาท
- ( ) มากกว่า 1,000,000 บาท

**3. กรุณาให้คะแนนที่คุณเห็นด้วยหรือไม่เห็นด้วยกับข้อความต่อไปนี้เกี่ยวกับราคาที่คุณจ่ายสำหรับการจัดงานแต่งงานที่โรงแรมนี้**

รายละเอียด	ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	เฉยๆ	เห็นด้วย	เห็นด้วยอย่างยิ่ง
ฉันมีความพึงพอใจใน การจ่ายราคาค่าใช้จ่าย .....(ราคา	1	2	3	4	5

ค่าใช้จ่ายใน ข้อ 2 สำหรับการจัดงาน แต่งงาน)					
ราคาค่าใช้จ่ายสำหรับ การจัดงานแต่งงานที่ ฉันจ่ายไปสูงเกินความ เป็นจริง	1	2	3	4	5

ราคาค่าใช้จ่ายจำนวน.....(ราคาค่าใช้จ่ายในข้อ 2) ในการจัดงานแต่งงานนั้น .....

เป็นราคาค่าใช้จ่ายที่ไม่ สมเหตุสมผลอย่างยิ่ง	1	2	3	4	5	เป็นราคาค่าใช้จ่ายที่ สมเหตุสมผลอย่างยิ่ง
---	---	---	---	---	---	--

4. กรุณาระบุคะแนนที่คุณเห็นด้วยหรือไม่เห็นด้วยกับข้อความต่อไปนี้เกี่ยวกับแง่มุมต่าง ๆ ในด้าน  
คุณภาพและการให้บริการของโรงแรมที่คุณใช้ในการจัดงานแต่งงาน

รายละเอียด	ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	เฉยๆ	เห็นด้วย	เห็นด้วย อย่างยิ่ง
ฉันพึงพอใจกับความสวยงามของ สิ่งอำนวยความสะดวกของโรงแรม	1	2	3	4	5
ฉันพึงพอใจกับการแต่งกายของ พนักงานของโรงแรมที่ดูแลเรียบร้อย	1	2	3	4	5



ฉันพึงพอใจที่สิ่งอำนวยความสะดวกของโรงแรมได้รับการรักษาให้เหมาะสมกับการใช้งาน	1	2	3	4	5
ฉันพึงพอใจกับความทันสมัยของสิ่งอำนวยความสะดวกในโรงแรม	1	2	3	4	5
ฉันพึงพอใจที่สิ่งของที่เกี่ยวข้องกับการให้บริการ เช่น แผ่นพับ หรือป้ายต่างๆ นั้นมีความสวยงาม	1	2	3	4	5
ฉันพึงพอใจกับการบริการที่รวดเร็วจากพนักงานของโรงแรม	1	2	3	4	5
ฉันพึงพอใจที่พนักงานของโรงแรมไม่เคยแสดงออกว่ากำลังยุ่งเมื่อฉันขอความช่วยเหลือ	1	2	3	4	5
ฉันพึงพอใจที่พนักงานทำให้ฉันมั่นใจ	1	2	3	4	5
ฉันพึงพอใจที่ฉันรู้สึกปลอดภัยเมื่อได้ทำธุรกรรมต่างๆ กับพนักงานของโรงแรม	1	2	3	4	5
ฉันพึงพอใจกับความนอบน้อมของ	1	2	3	4	5

พนักงานโรงแรม					
ฉันพึงพอใจกับความสามารถใน การตอบคำถามของพนักงาน โรงแรม	1	2	3	4	5
ฉันพึงพอใจกับความเอาใจใส่ของ โรงแรมที่มีต่อลูกค้ารายบุคคล	1	2	3	4	5
ฉันพึงพอใจกับความเอาใจใส่ เฉพาะบุคคลที่ได้รับจากพนักงาน โรงแรม	1	2	3	4	5
ฉันพึงพอใจที่พนักงานของโรงแรม ถือประโยชน์/บริการ ที่ฉันควร ได้รับเป็นสำคัญ	1	2	3	4	5
ฉันพึงพอใจกับพนักงานโรงแรมที่ สามารถเข้าใจความต้องการที่ เฉพาะเจาะจงของฉันได้	1	2	3	4	5

5. กรุณาระบายลักษณะบุคลิกภาพของโรงแรมนี้ (โรงแรมที่คุณใช้จัดงานแต่งงาน) ตามความคิดของคุณ ด้วยคุณลักษณะด้านบุคลิกภาพ ตัวอย่างเช่น เป็นที่ยอมรับ มีความน่าเชื่อถือ สวยงาม เจิดจรัส มีระดับ ฯลฯ กรุณาระบุคำตอบของคุณลงในพื้นที่ด้านล่าง

5.1 \_\_\_\_\_

5.2 \_\_\_\_\_

5.3 \_\_\_\_\_

5.4 \_\_\_\_\_

6. ตอนนี้ กรุณานึกถึงตัวคุณเอง ไม่ทราบว่าคุณคาดหวัง/ วาดภาพตัวตนของคุณเป็นเช่นไร (ตัวตนในอุดมคติของคุณ) กรุณาระบุลักษณะตัวตนในอุดมคติของคุณลงในพื้นที่ด้านล่าง

6.1 \_\_\_\_\_

6.2 \_\_\_\_\_

6.3 \_\_\_\_\_

6.4 \_\_\_\_\_

7. จากคำตอบของคุณในข้อ 6 (ตัวตนในอุดมคติของคุณ) กรุณาระบุคะแนนที่คุณเห็นด้วยหรือไม่เห็นด้วยกับข้อความต่อไปนี้

รายละเอียด	ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	เฉยๆ	เห็นด้วย	เห็นด้วยอย่าง ยิ่ง
ลักษณะบุคลิกภาพของ.โรงแรมที่	1	2	3	4	5

ฉันใช้จัดงานแต่งงานสอดคล้อง กับตัวตนในอุดมคติของฉัน					
ลักษณะบุคลิกภาพของ.โรงแรมที่ ฉันใช้จัดงานแต่งงานเป็นเหมือน ภาพสะท้อนตัวตนในอุดมคติ ของฉัน	1	2	3	4	5

8. กรุณาระบุคะแนนที่คุณเห็นด้วยหรือไม่เห็นด้วยกับคำถามต่อไปนี้ในแง่มุมมองของการได้รับการยอมรับ  
และภาพลักษณ์

รายละเอียด	ไม่เห็นด้วย อย่างยิ่ง	ไม่เห็นด้วย	เฉยๆ	เห็นด้วย	เห็นด้วยอย่าง ยิ่ง
ฉันรู้สึกว่าการจัดงานแต่งงานของ ฉันที่โรงแรมนี้ ช่วยเสริมสร้าง ภาพลักษณ์ของฉันในสายตาคน อื่น	1	2	3	4	5
ฉันรู้สึกว่า <u>คนที่จัดงานแต่งงาน</u> <u>ที่โรงแรมนี้</u> มีคุณลักษณะที่ฉัน ต้องการจะมี	1	2	3	4	5
ฉันรู้สึกว่า <u>คนที่จัดงานแต่งงาน</u> <u>ที่โรงแรมนี้</u> เป็นที่ชื่นชมและ	1	2	3	4	5

เคารพจากผู้อื่น					
ฉันรู้สึกว่าการจัดงานแต่งงานของ ฉันที่โรงแรมนี้ ช่วยให้ฉัน แสดงออกถึงตัวตนของฉัน หรือ ตัวตนที่ฉันคาดหวังว่าจะเป็น (เช่น นักธุรกิจที่ประสบ ความสำเร็จ บุคคลที่มีระดับ บุคคล ที่น่าเชื่อถือ เป็นต้น)	1	2	3	4	5

**\*\*ผู้วิจัยขอขอบพระคุณท่านมา ณ โอกาสนี้ ที่ได้สละเวลาและกรุณาให้ความร่วมมือใน  
การตอบแบบสอบถาม ข้อมูลที่ได้จากท่านมาจะถูกรักษาเก็บเป็นความลับ**

## Appendix c: Statistic results

### Reliability statistic of Behavior intention (n=250)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.880	3

#### Item Statistics

	Mean	Std. Deviation	N
BI1	4.14	.831	250
BI2	4.18	.805	250
BI3	4.18	.825	250

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
BI1	8.37	2.306	.748	.847
BI2	8.32	2.276	.807	.794
BI3	8.32	2.324	.747	.847

### Reliability statistic of Perceived price (n=250)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.276	3

**Item Statistics**

	Mean	Std. Deviation	N
PP1	3.78	.661	250
PP2	3.26	.746	250
PP3	3.66	.831	250

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PP1	6.92	1.388	.154	.202
PP2	7.44	1.404	.059	.392
PP3	7.04	.958	.255	-.075 <sup>a</sup>

**Correlation of perceived price****Correlations**

		PP1	PP2	PP3
PP1	Pearson Correlation	1	-.036	.251**
	Sig. (2-tailed)		.566	.000
	N	250	250	250
PP2	Pearson Correlation	-.036	1	.113
	Sig. (2-tailed)	.566		.075
	N	250	250	250
PP3	Pearson Correlation	.251**	.113	1
	Sig. (2-tailed)	.000	.075	
	N	250	250	250

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

### Reliability statistic of Satisfaction of perceive service quality (n=250)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.954	15

#### Item Statistics

	Mean	Std. Deviation	N
SP1	4.05	.672	250
SP2	4.06	.714	250
SP3	4.06	.723	250
SP4	4.00	.794	250
SP5	3.88	.738	250
SP6	3.95	.734	250
SP7	3.99	.766	250
SP8	4.00	.747	250
SP9	4.01	.789	250
SP10	4.14	.719	250
SP11	4.00	.750	250
SP12	4.02	.750	250
SP13	4.05	.751	250
SP14	4.12	.726	250
SP15	4.06	.736	250

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SP1	56.36	67.444	.653	.953
SP2	56.35	66.766	.670	.952
SP3	56.35	66.084	.722	.951
SP4	56.42	65.730	.678	.952
SP5	56.53	66.049	.709	.951
SP6	56.46	66.451	.677	.952
SP7	56.42	65.144	.758	.950
SP8	56.41	65.006	.791	.950



SP9	56.40	64.948	.749	.951
SP10	56.27	65.876	.745	.951
SP11	56.41	64.926	.795	.950
SP12	56.40	64.618	.823	.949
SP13	56.36	64.834	.802	.949
SP14	56.29	65.282	.792	.950
SP15	56.35	65.312	.776	.950

### Reliability statistic of Self-concept

#### Reliability Statistics

Cronbach's Alpha	N of Items
.912	2

#### Item Statistics

	Mean	Std. Deviation	N
SC1	4.01	.711	250
SC2	3.99	.747	250

#### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SC1	3.99	.558	.839	.
SC2	4.01	.506	.839	.

### Reliability statistic of Social influences

#### Reliability Statistics

Cronbach's Alpha	N of Items
.915	4

**Item Statistics**

	Mean	Std. Deviation	N
SO1	4.13	.711	250
SO2	3.94	.768	250
SO3	4.04	.757	250
SO4	4.04	.783	250

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SO1	12.01	4.490	.754	.907
SO2	12.20	4.233	.773	.900
SO3	12.10	4.082	.854	.872
SO4	12.10	4.010	.843	.876

**Descriptive Mean and Std. deviation each of factor (n=250)****Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
Behavior	250	1.33	5.00	4.1693	.73677
Prices	250	2.00	5.00	3.7800	.66132
Satisfaction	250	2.40	5.00	4.0275	.57771
Selfconcept	250	1.00	5.00	3.9980	.69925
Socialinfluence	250	2.50	5.00	4.0340	.67391
Valid N (listwise)	250				

## Correlation matrix and Squared correlations

### Correlations

		Behavior	Prices	Satisfaction	Selfconcept	Socialinfluence
Behavior	Pearson Correlation	1	.497**	.572**	.472**	.522**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	250	250	250	250	250
Prices	Pearson Correlation	.497**	1	.390**	.412**	.344**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	250	250	250	250	250
Satisfaction	Pearson Correlation	.572**	.390**	1	.537**	.667**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	250	250	250	250	250
Selfconcept	Pearson Correlation	.472**	.412**	.537**	1	.685**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	250	250	250	250	250
Socialinfluence	Pearson Correlation	.522**	.344**	.667**	.685**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	250	250	250	250	250

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

## Regression linear of summarize result

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.665 <sup>a</sup>	.442	.433	.55498

a. Predictors: (Constant), Socialinfluence, Prices, Satisfaction, Selfconcept

b. Dependent Variable: Behavior

**ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	59.703	4	14.926	48.459	.000 <sup>b</sup>
	Residual	75.462	245	.308		
	Total	135.165	249			

a. Dependent Variable: Behavior

b. Predictors: (Constant), Socialinfluence, Prices, Satisfaction, Selfconcept

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.323	.279		1.157	.249		
	Prices	.322	.060	.289	5.389	.000	.790	1.265
	Satisfaction	.394	.084	.309	4.672	.000	.521	1.920
	Selfconcept	.078	.072	.074	1.084	.279	.491	2.037
	Socialinfluence	.181	.082	.165	2.203	.029	.405	2.471

a. Dependent Variable: Behavior

## BIODATA

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2009-2012: Bachelor degree of Hotel management at Dusit Thani  
College

### Work Experience

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Computer: Microsoft word, Microsoft excel, Microsoft power point  
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Activity: Cheerleading, Sport exercise for good healthy and  
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( MR SUPAWAT SOWATINBOOL )      Licensor

  
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(Director, Library and Learning Center)      Licensee

  
\_\_\_\_\_  
(Dean, Graduate School)      Witness

  
\_\_\_\_\_  
(Program Director)      Witness