

**FACTORS POSITIVELY AFFECTING PURCHASE INTENTION TO STAY  
AT BUDGET HOTELS OF FOREIGN CUSTOMERS IN BANGKOK**



FACTORS POSITIVELY AFFECTING PURCHASE INTENTION TO STAY  
AT BUDGET HOTELS OF FOREIGN CUSTOMERS IN BANGKOK

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This Independent Study Manuscript Presented to  
The Graduated School of Bangkok University  
in Partial Fulfillment

of the Requirements for the Degree  
Master of Business Administration

2017



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

Title: FACTORS POSITIVELY AFFECTING PURCHASE INTENTION TO STAY  
AT BUDGET HOTELS OF FOREIGN CUSTOMERS IN BANGKOK

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May 20, 2017

Laowicharath, Y. M.B.A., May 2017, Graduate School, Bangkok University.

Factors Positively Affecting Purchase Intention to Stay at Budget Hotels of Foreign Customers in Bangkok (116 pp.)

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### **ABSTRACT**

The researcher studied the positive influence of physical product, staff, service, location, cleanliness, security, facilities, and tangible-sensorial experience towards purchase intention to stay at budget hotels of foreign customers in Bangkok. The 328 usable survey questionnaires were received from the foreign backpackers in Rattanakosin Island area, Pranakorn district, and Hua Lam Pong Railway Station area in Bangkok during 2 January to 29 January in 2017 by using the non-probability sampling methods. The data was analyzed using Multiple Regression Analysis and found that tangible-sensorial experience ( $\beta = 0.320$ ) and facilities ( $\beta = 0.147$ ) were positively affected purchase intention to stay of budget hotels' foreign consumers in Bangkok at .05 level of significance, explaining 20% of the influence towards purchase intention to stay of the consumers. However, physical product, staff, service, location, cleanliness, and security were not found to be significantly affected purchase intention to stay of budget hotels' foreign consumers in Bangkok.

*Keywords: Behavioral Intention to Stay, Budget Hotel, Facilities, Bangkok*

## ACKNOWLEDGEMENT

This research was fully supported by Dr. Penjira Kanthawongs who was my project advisor. I would like to express my gratitude to Dr. Penjira for all of her patience, suggestion, review, and valuable times to my study. After the topic selected, the research process and knowledge was suggested and guided by advisor. This thankfulness including to all professors in Bangkok University who fulfill MBA knowledge for my study.

I sincerely thank Mr. Nuttakrit Chaicherdchuvong, The Period Hotel Pratunam, General Manager, and Mr. Apicha Suksamosorn, Centre Point Hotel Pratunam Resident Manager, who dedicated their valuable times to review and correct the questionnaires.

I also have to thank you for all the guesthouse and hostel staffs (especially Sleep Withinn, Diamond House, and Paragon One Residence) where dedicated their valuable times to help and complete the questionnaires.

Thanks for the classmates for keeping together from the orientation date until today. Many memories for either happy or tough time would be remained as a valuable thing to my remembrances.

Finally yet importantly, I would like to dedicate this paper to my family, thank for my parents, and family's support.

Yossawut Laowicharath

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# CHAPTER 1

## INTRODUCTION

This chapter presents background of the research, objectives of the research, scope of the research, problem statement, research questions, significance of the research, definition of terms, and limitation of research.

### 1.1 Background

According to all visitors' statistics from the Department of Tourism of Thailand, the number of all tourists visiting Thailand has been increasing since 2014 until now. In 2014, the number of tourists was 24,809,683 visitors. In 2015, the number was increased to 29,881,091 visitors. The growth rate of the increased visitors was 20.44% for 2015 from 2014. In 2016, the number of the tourists was increased 11.75% from 2015 (Department of Tourism, 2016).

Table 1.1: Thailand Tourism Statistic from 2014 – 2016

Nationality	Year 2016	Year 2015	Year 2014
East Asia	21,664,430	19,871,773	14,603,825
Europe	6,170,481	5,629,122	6,161,893
North America	1,405,611	1,235,095	1,099,709
South Asia	1,522,873	1,403,977	1,239,183

(Continued)

Table 1.1 (Continued): Thailand Tourism Statistic from 2014 – 2016

Nationality	Year 2016	Year 2015	Year 2014
Oceania	905,811	921,355	942,706
Middle East	747,135	658,129	597,892
Africa	171,962	161,640	164,475
Grand Total	<u>32,588,303</u>	<u>29,881,091</u>	<u>24,809,683</u>

Source: Department of Tourism (Thailand). (2016). *Tourist statistic*. Retrieved from <http://tourism2.tourism.go.th/home/details/11/221/25516>.

Bangkok is a famous city, which has been well known for numerous attractive places with the first ranking of the top ten destination cities in 2016 (CNN Travel, 2016). From the ranking, top five cities of the chart are Bangkok, London, Paris, Dubai and New York (CNN Travel, 2016). 21.47 millions of visitors made Bangkok stay on the top of the table. London came as second rank with 19.88 million of visitors. The third rank was Paris with 18.03 million of visitors. The fourth and the fifth in the table were Dubai and New York with 15.27 and 12.75 million visitors respectively (CNN Travel, 2016). Bangkok was on the top of the table four out of five years. (Newsroom.mastercard.com, 2016). There was only one year (2014) that London come over Bangkok however, the difference of visitor number between London and Bangkok was not much.

Table 1.2: Global Top 20 Destination Cities by International Overnight Visitor (2016)

2016 Rank	City	Country	Overnight International Visitors (Millions)				
			2012	2013	2014	2015	2016
1	Bangkok	Thailand	15.82	17.47	17.03	19.59	21.47
2	London	U.K.	15.46	16.81	17.40	18.58	19.88
3	Paris	France	15.76	17.20	17.19	17.66	18.03
4	Dubai	U.A.E.	10.95	15.19	13.21	14.20	15.27
5	New York	U.S.	10.92	11.38	12.02	12.37	12.75

Source: Master Card Worldwide. (2016). *Top 20 destination cities*. Retrieved from <https://newsroom.mastercard.com/wp-content/uploads/2016/09/FINAL-Global-Destination-Cities-Index-Report.pdf>.

With the figure of millions of tourists who enjoy the vacations in Bangkok, the number of hotels and guesthouses should be increased in order to fulfill the growing number of the visitors. There have been many kinds of tourists. For example, people who travel with their families, with groups of friends, with couples, or alone. Different types of travelers would choose different kinds of accommodations. Another report from National Statistical Office (NSO) showed that there were 704 hotels and guesthouses in Bangkok (Service.nso.go.th, 2016). Within 704 hotels and guesthouses, 54.6% was categorized to be guesthouses (321 guesthouses), while 54.4% was considered to be hotels (383 hotels). Additionally, the competition of budget hotel business has increased referring to a report from Kasikorn Research Center ("Trend of hotel business 2016", 2016). These budget hotels would focus to compete in pricing



("Trend of hotel business 2016", 2016). In 2016, Thailand had been able to generate revenue in budget hotel business with the growth rate of 14% from year 2015 (Thansettakij.com, 2016). Budget hotels were referred to hotels with economic price levels, clean rooms, easy to access to the centers of the cities, communities, tourist attractions, and transportation systems ("Open recipe for budget hotel in competing", 2009). Important players in Thai budget hotel market were Imperial Hotel Chain, Centara Service Apartments, Accor Hotel Chain, Srichawla Hotel Chain, as well as budget hotels in online hotel reservations like agoda.Com ("Open recipe for budget hotel in competing", 2009). Only Accor Hotel Chain market value could be as high as 2.5 million baht ("Open recipe for budget hotel in competing", 2009). However, the researcher of this study would aim to budget hotel in terms of hostel like [www.hostelworld.com](http://www.hostelworld.com) or budget hotels through [www.agoda.com](http://www.agoda.com) where the toilets and the bathrooms might be shared, having low prices such as 500 baht per night, great locations, and easy access to transportation systems suitable for foreign backpackers in Bangkok (Oknation.nationtv.tv., 2017). Therefore, the growing numbers of Thai hotel market values especially those of budget hotels and a large number of foreign tourists to Bangkok, the researcher was interested in investigating factors affecting purchase intention to stay of budget hotels' foreign consumers in Bangkok. The study of budget hotel is interesting in term to enhance the service accommodation level.

The previous research (Brochado, Rita & Gameiro, 2015) have studied that atmosphere and location are the considered keys of travelers. Further, there was the study (Subramanian, Gunasekaran & Gao, 2016) discovered staff and service are the elements that concerned by visitors. Moreover, the paper (Wang & Hung, 2015) found in their research, the customer perceptions would think of cleanliness and

facilities. Besides, there was another research (Ren, Qiu, Wang & Lin, 2016) conducted customer experience with budget hotels research found that tangible-sensorial experience is another key that tourist concerned.

## 1.2 SWOT Analysis

Table 1.3: Lud-D Bangkok Siam, Sawasdee Banglumpoo Inn and Viman Guesthouse  
SWOT Analysis

	<b>Lub-D Bangkok Siam</b>	<b>Sawasdee Banglumpoo Inn</b>	<b>Viman Guesthouse</b>
Strength	1. Next to BTS station 2. Located in shopping area 3. Facilities, especially Wi-Fi and Breakfast 4. Separate lady dorm room	1. Located in famous Bangkok hang-out area 2. Decoration in Thai style 3. Low price	1. Courtyard in public area 2. Located in Quiet zone
Weakness	1. No elevator 2. High price if compare to sq.m.	1. Cleanliness are not qualify as customer needs 2. Old furnish 3. Staff lack of service mind	1. Staff lack of trained 2. Small room size

(Continued)

Table 1.3 (Continued): Lud-D Bangkok Siam, Sawasdee Banglumpoo Inn and Viman Guesthouse SWOT Analysis

	<b>Lub-D Bangkok Siam</b>	<b>Sawasdee Banglumpoo Inn</b>	<b>Viman Guesthouse</b>
Opportunity	1. Renovate of surrounding departments 2. Shopping calendar event 3. tourism strategy supported by government	1. Benefit from festival such as Songkran and Halloween 2. tourism strategy supported by government	1. Benefit from festival such as Songkran and Halloween 2. tourism strategy supported by government
Threat	1. Heavy traffic around the property	1. Noise disturb from bar and restaurant around 2. New competitors in side area	1. Disturb from insect, especially mosquito 2. New competitors in side area

Sources: Lub-D Bangkok Siam. (n.d.). Retrieved from <https://www.lubd.com/siamsquare/>.

Sawasdee Banglumpoo Inn. (n.d.). Retrieved from <http://www.sawasdee-hotels.com/>.

Booking. (n.d.). Retrieved from <http://www.booking.com>.

### **1.3 Statement of Problem**

Since Bangkok is staying at the top of tourist final destination. There are millions of visitors visited Bangkok for their travels during their vacations. Recently, hotel business in Bangkok is rapid increasingly, especially budget hotel for travelers who do not need luxury image as a core demand. Therefore, the research of factors that influencing customers of budget hotel is interesting in order to enhance and update the service according to their demand.

### **1.4 Objective of Research**

The objective of this research was to study positive influence of factors affecting purchase intention of budget hotels' customers in Bangkok. These positive factors were physical product, staff, service, location, cleanliness, security, facilities, and tangible-sensorial experience towards purchase intention of the foreign travelers in Bangkok.

### **1.5 Scope of Research**

1.5.1 Study on the following independent factors that positively affect purchase intention.

1.5.1.1 Physical Product

1.5.1.2 Staff

1.5.1.3 Service

1.5.1.4 Location

1.5.1.5 Cleanliness

1.5.1.6 Security

#### 1.5.1.7 Facilities

#### 1.5.1.8 Tangible-Sensorial Experience

1.5.2 The data collected by using survey questionnaires from foreigner travelers who visit Bangkok during 2 January to 29 January 2017 with sample size of 328.

### **1.6 Research Question**

1.6.1 Do physical product, staff, service, location, cleanliness, security, facilities, and tangible-sensorial experience have relationships with consumer purchase intention?

1.6.2 Do physical product, staff, service, location, cleanliness, security, facilities, and tangible-sensorial experience affect consumer purchase intention?

### **1.7 Significant of Research**

1.7.1 The results of this research can be used in budget hotel marketing plan to create the promotion and advertisement that related to the research factors.

1.7.2 To provide the information on factors affecting consumer purchase intention.

1.7.3 This research will expand the information on how physical product, staff, service, location, cleanliness, security, facilities, and tangible-sensorial experience affecting consumer purchase intention. This will benefit researchers in the future.

## **1.8 Limitations of Research**

This research is limited by timing due the period of study. The research has to complete within a semester therefore, the secondary data are collected in a short period. This may cause of the research not cover all aspects that it supposed to has. Next limitation is small sample size, the sample was scope in Bangkok in the area of Rattanakosin Island. The researcher tries to extend sample size by collect the sample at Hua Lam Pong Railway Station. Nevertheless, the sample size still was scoped in small group. Finally, experience of researcher is a limitation as well. The researcher has minor experience in the field of research. To conduct the research with limited experience, the process and conclusion may not a perfect work.

## **1.9 Definition of Terms**

1.9.1 Physical Product refers to room decoration, size of room, color of exterior/ interior, comfortable of bed, and hotel design.

1.9.2 Staff refers to employee reaction such as helpful, friendly, able to communicate in English, and make the customer impression.

1.9.3 Service refers to how hotel staff response to the customers, process of making room reservation, process of check-in and check-out.

1.9.4 Location refers to geographical place of the hotel that the building was located and nearby surrounding.

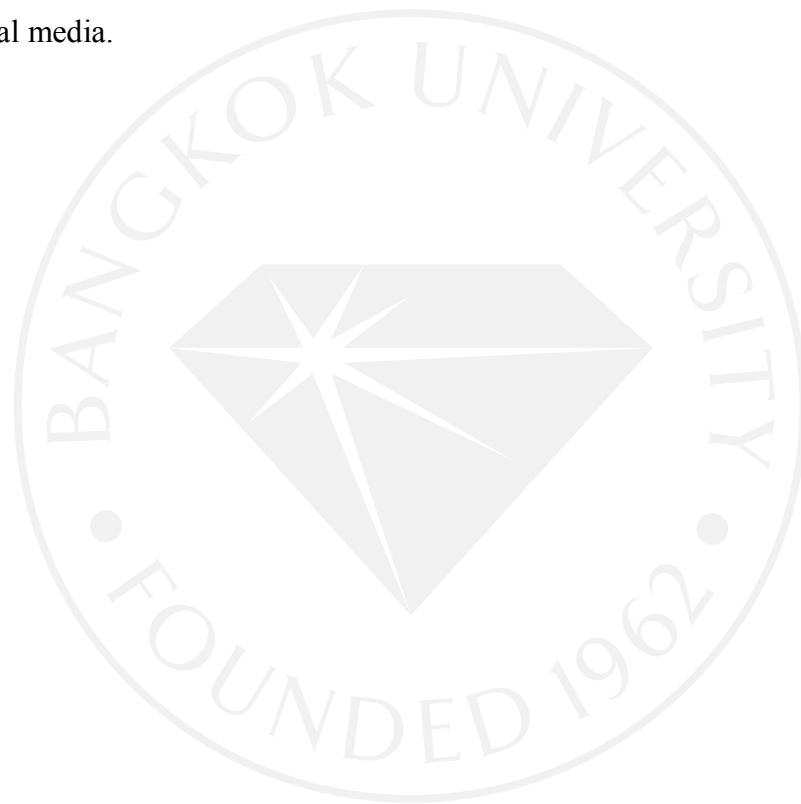
1.9.5 Cleanliness refers to place with hygienic feeling that suitable for serving to customer in hotel accommodation and public area.

1.9.6 Security refers to safety feeling, 24 hrs. standby of front desk staff, security camera around hotel, and fire alarm system.

1.9.7 Facilities refer to Wi-Fi connection, tour service, safety box, and ATM machine.

1.9.8 Tangible-Sensorial Experience refers to air, smell temperature, and atmosphere around hotel.

1.9.9 Behavioral Intention refers to the possibility that customers may return to stay in future again, recommend hotel to their friends, and express a good review on social media.



## **CHAPTER 2**

### **LITERATURE REVIEW**

This chapter will present related literature, related theories, theoretical framework, and previous studies of factors positively affecting consumer purchase intention of budget hotels customers in Bangkok respectively as follow:

- 2.1 Concept Theories of Physical Product
- 2.2 Concept Theories of Staff
- 2.3 Concept Theories of Service
- 2.4 Concept Theories of Location
- 2.5 Concept Theories of Cleanliness
- 2.6 Concept Theories of Security
- 2.7 Concept Theories of Facilities
- 2.8 Concept Theories of Tangible-Sensorial Experience
- 2.9 Concept Theories of Behavioral Intention
- 2.10 Related Document and Previous Research
- 2.11 Hypothesis
- 2.12 Variable used in Research
- 2.13 Theoretical Framework

#### **2.1 Concept Theories of Physical Product**

Many companies set most of the budget for their product innovation project (Rau, 2005). Hotels business is growth in high percentage in these days, so the hotel managements have to develop their own product in order to keep the market share



from new entrants that come with newer products. The products need to attract to customers at least by seeing. Customers must have had the experience with that product before they make the actual purchases, either physical interaction or visually inspection such as hotel design, room size, color of exterior and interior, comfortable of bed and designing in local style (Subramanian, Gunasekaran & Gao, 2016).

It does not matter that they had heard about quality, function or special feature of the product before, a physical product would play an important role in front of the customers before they spend money for it. Product designers need to clearly understand their users in order to create 'fit-to-user' products (Chowdhury, Karmakar, Reddy, Ghosh & Chakrabarti, 2014). Electric equipment was an appropriate example in this case. If someone would like to have a washing machine, they will not enter to the shop and purchase it immediately. They will look for the external design and internal function that it meets their expectation. They might request to test the machine to make sure that they will not be disappointed after they arrive home. Same way as hotel business, the customer saw hotel accommodation photos before they make a reservation. After that when they arrived to the hotel and if they saw the physical products were not the same as they expect, they could ask for a refund. At this point, the hotel would lose their customers.

According to another research by Eslami & Lakemond (Eslami & Lakemond, 2016) the customer needs were the value information in order to develop products. The customers could be producers by sharing the information to create and design the products (Dong, 2015). Many companies allow customers to be a part of product improving by providing contact channels such as e-mail address, e-survey, and social media like Facebook or official website to their customers for receive the feedback

after the customers consume the product or service. Such as the world leading burger shop, 'Burger King', they provided a survey code at the end of receipt for customer left comments or suggestions to their official website and customers will rewards by 'reg fried' (French fried) for next purchase.

## **2.2 Concept Theories of Staff**

The attitude and behavior of service staffs affect to the customer. Staff was one of the factors that possibly created intention to purchase to stay in the hotels (Furnham & Milner, 2013; Subramanian et al., 2016). Staff played a major role in order to participate to customers. After customers interested to any product or service, they would need for more product information. The persons who must response this inquiry was a staff of that company. Interaction with customers was a role that staff has to deal to please their customers. Staff also was a key factor to swop emotion of the customers. The behavior and attitude of service staff affect toward customers. For example, if customers arrived at counter and feel annoying of something, the way that staff approached to customers is important to concern. Behavior of the staff could either help the situation better or make it to opposite way (Furnham & Milner, 2013; Subramanian et al., 2016).

Especially for the hotel business, front-desk staff represented a brand image of the hotel. When customers arrived at the lobbies as the first step and it was a chance to build positive feelings towards customers by front-desk staff (Xie, Li, Chen & Huan, 2016). Customers met this department at beginning when they check-in on first date and the last date for check-out process. Besides check-in and check-out process, staffs at reception need to serve the customers during their stay as well. All the

inquiries will go direct to front desk staff, therefore reaction of staff is very important in order to build customer satisfaction. The customer can perceive and sense when they interact with hotel staff and how the staffs feel. If customer satisfy and impress with staff manner, it could be a reason to make a purchasing intention. In the other hand, if customers receive an improper interacts from hotel staff or negative feedback, they will not return to the hotel. This situation point out that staffs is an essential element for service industry. Staff training is a program that management team have to design for perfect serving to customers. If the customers meet their satisfaction or are served beyond their expected levels, there are possible chances to make re-purchase behavior and become loyal customers in the future.

### **2.3 Concept Theories of Service**

Mood of the customers is changeable. Neutral, positive, or negative emotion might come with the customers when they step in to the service places. The customers expect to receive an efficient service, for instance, a prompt respond when they need some help. At the first step, customers need to make a reservation in convenience way and not too complicated. During their stay at hotel, they would appreciated if check-in and check-out process are not too long and efficiency. The emotion remains with the customers until they receive great service experiences (Subramanian et al., 2016).

Service was another key term that customer expected and compare with the amount of they have paid. As a hospitality business, management team of any hotel had to monitor weaknesses and strengths of their hotels in order to keep improving in the highly competitive hotel market (Chu & Choi, 2000). Demand level of customer was keep changing, the service provider need to have ability to respond in appropriately

aspect to the customer. Hotels as a provider have to understand how customers imagine and think of service that they will get. In addition, the hotel need to create a service plan to enhance their benefit (Brozovic, Nordin & Kindström, 2016).

There was previous research (Cronin, Brady & Hult, 2000) mentioned that the way to make service business success was depend on quality of service delivery to customers. Additionally, long-term relationship with customers was an idea to consider for keep business survive (Vargo & Lusch, 2008). Service was not only happens when the customers make a request but also to provide customer's favorite before they ask. For instance, there is a reservation in the hotel system from regular guest who re-visit every year. The guest always has a special request for low floor. It is better to provide this request before the guest asking. This would make them appreciate to the staff and hotel. Positive feedback may spread out from this customer. This is a benefit of the hotel alike to do the marketing without spending any budget. Friends of customer would notice this positive feedback and they perhaps become a customer of hotel in the future. Meanwhile, if the customer writes a review to social media such as Trip Advisor. It will much more powerful to promote the hotel because in cyber world is more worldwide.

#### **2.4 Concept Theories of Location**

In marketing mix theory eight Ps (Product, Price, Place, Promotion, Packaging, Personal, Public Relation, and Power), location is the one character that referring to 'place' in this theory. The budget hotel companies can use location strategy to differentiate from competitors (Fernández, Pelegrín, Lančinskas & Žilinskab, 2017). Location was also a key factor for any organization to compete in

the market (Karakaya & Canel, 1998). Manufacturer Company was an obvious example in this case. Many famous brands from United State Company set the production line in Asian country such as China, Vietnam or Cambodia. The main reason was low production cost because of these countries had low wages for employees. The company spend less budget that make a production line in their own country. Another reason was manufacturer must locate close to raw material source in order to save budget for transportation. According to research (Rymarzak & Siemińska, 2012) stated that relocation was a strategies to apply when a company consider of cost lower competitive.

An appropriate location was an attribute to help company to achieve better service to customer, additional profit, business expansion production capacity, cost reduction and decrease manufacturing lead time (Mazzarol & Choo, 2003). Location for the budget hotels were referred to the hotels were located in quiet areas, close to main attractions, convenient transportation areas, close to bars, and close to restaurants (Spee & Douw, 2004; Wang & Hung, 2015). Depend on what are the customer needs, if customer prefer quiet zone, then they will avoid staying in shopping zone or business area. They will seek to hotel where located in the alley or besides the river which is more quiet and peaceful (Spee & Douw, 2004; Wang & Hung, 2015).

## **2.5 Concept Theories of Cleanliness**

Hotel cleanliness was the one for several characteristics that the budget hotels' consumers would consider (Brochado, Rita & Gameiro, 2015; Rhee & Yang, 2015). The image of hotel would directly reflected by hotel cleanliness (Riccio, Miller &

Bose, 1988). A place where is tidy and clean is a place that preferable from everyone. The consequent of hotel cleanliness is the hotel will attracted by customers. When customers prefer to visit, then it is a chance to do a business and think of revenue generate. Moreover, image of the staffs in clean hotel will turn to positive way because of discipline behavior. For example, Singapore is the city that very famous for the cleanliness. There is no any litter of the floor. This beautiful city image will related to citizen in the country. Image of the citizen will be on a positive side as well.

On the opposite side, it was possible that if country looked unclean, there was a chance that people would create more trashes (Arafat, Al-Khatib, Daoud & Shwahneh, 2007). This article means that when people live in a dirty area, they will not worry about cleanliness. More garbage will increase in everyday and finally, the country will be full of waste and people will live in unsanitary place. At the end, the place will be abandoned because people have to move out to other better place for better living.

For a hotel industry, cleanliness was one of several factors that customer concerns in order to select the hotel (Rhee & Yang, 2015). Since cleanliness was a concerned factor of the customer, the hotels have to focus on this issue in order to meet customer expectation. Cleanliness for budget hotels were referred to the rooms, bathrooms, kitchens, and social areas should be clean (Brochado et al., 2015).

## **2.6 Concept Theories of Security**

From Maslow's hierarchy of needs theory, safety is second level of human needs (Maslow, 1943). After human satisfy with physiological needs which is a first needs level for human living such as food, water, air, shelter, next step of needs to

keep survive is safety. Since the incidents of September 11 attacks, people around the world has been aware of possible terrorist events. The terrorist attacks have been still reporting, so any traveler would worry about his/her safety. Therefore, safety or was the major reason that traveler would concern to book the hotel (Brochado et al., 2015; Chan & Lam, 2013).

Another paper emphasized that the final destination of traveler was determined by safety and security. The meaning of security included not only terrorist and crime but also natural disaster and outbreak (Amir, Ismail & See, 2015). There was the depressed disaster in December 2004, Tsunami destroy many countries in South-East Asia. Thailand was the one who has serious affect from this phenomenon. Number of tourist decrease for a year, until Tourism Authority of Thailand launched promote and campaign to stimulate and make tourist confident for travel again. A contagious disease was also a reason to affect traveling decision of customers. Many years ago, there was a serious contagious diseases from poultry spread out around the world especially in Asia called Bird Flu. South Korea and Japan had most affected of this case. People prefer not to travel in the countries that were reported about this contagious disease.

The previous paper revealed that security was a factor that affects to select the hotel. When the choices of destination were left only two alternatives by the same condition, there are two aspects to consider, less cost and safety (George, 2003). Security was referred to the hostel is located in a safe neighborhood, having 24-hour front desk, having CCTV, and having fire alarm (Brochado et al., 2015).

## 2.7 Concept Theories of Facilities

Usually, the hostel would have two customer major types. The first type was corporate customers who are booked the hotel by benefits of business condition. The second type was leisure customers who need the hotel for their relaxation and holidays for their vacation. Both of them have the expectation in the hotel facilities (Brochado et al., 2015; Pitt, Cannavina, Sulaiman, Mahyuddin & Wu, 2016). For first type, business customer, they would reserve in a hotel which has facilities like limousine service and laundry cleaning. Customers in this type mostly reserved four to five-hotels because they considered in their image. Furthermore, the accommodation rental and expenses may response by their company. Another type of customer was leisure type. Customers in leisure type they focused on traveling and relaxing. Hence, the facilities that they require could be swimming pool, bar, casino or tourist information. Leisure customers might need the hotel where close to the attraction place or shopping area in term of easy to reach.

The trend of traveler consuming was different by their culture and the important thing was the needs always change, the hotel must forecast the traveler behavior in order to provide the facilities as they expected (Li, Law, Vu, Rong & Zhao, 2015). For example, if the customer target of hotel is Muslim people, then the hotel have to avoid pork menu in restaurant and need to provide praying room for them because they are serious about their religion practice.

However, the way that customers choose the hotel has been changed from previous decades (Hecht & Martin, 2006). Therefore, the hotels have to adapt the product and service by keeping update external information that what is a factor that could be a benefit of the hotel and think further to gain the advantage. The hostel



facilities include Wi-Fi services, tourist information service, safety boxes, and ATM machine (Brochado et al., 2015).

## **2.8 Concept Theories of Tangible-Sensorial Experience**

Santos (2002) defined that the dimensions of basic service quality should be tangible and sensorial (Ren et al., 2016; Santos, 2002). There was one of other way that gain the advantage from competitive is to meet a tangible expectation and understand of customers (Kincaid, Baloglu, Mao & Busser, 2010).

The service tangible elements affect the customer experience quality and influence purchase behavior. The service area has three tangible factors affect toward customers satisfaction level including of ambient or atmosphere such as noise and temperature, layout and functionality such as arrangement of furnishing and sign, symbol decoration (Kincaid et al., 2010). Likewise, another paper revealed that components of the tangible in service industry consists of equipment, appearance of personnel and physical facilities (Parasuraman, Berry & Zeithaml, 1991). Tangible and sensorial perception was quite important to budget hotel business. Tangible-sensorial experience was referred to clear air, good smell, and comfortable temperature (Ren et al., 2016). This was a characteristic of the hotel business that enhances the consuming level of the customers. The satisfaction of customer would generate their perception and made them feel that they would like to stay longer or influence their intention to revisit the hotel again.

## 2.9 Concept Theories of Behavioral Intention

Behavioral intention was referred to consumers who intended to stay in the budget hotel (Amoah, Radder & van Eyk, 2016). In marketing and consumer behavior study use personality was a predominant angle that influences customer's responses, post-purchase behavior, loyalty and satisfaction (Jani & Han, 2014). Between personality aspect customer emotion impact satisfaction and consequence on post-purchase behavior seems has a strong relationship (Lin & Worthley, 2012).

There was another discuss about consumer behavior theory explored that purchasing behavior of customer and level of satisfaction were influences by customer background, appearance and external stimuli (Choi & Chu, 2001). Behavioral intention might affected by social culture (Jain, Khan & Mishra, 2017). For instance, when Asian people would like to do something, they rather are affected behavior by other people. They felt lack of confidence if they were only one to acting that way. Same concept of purchasing behavior, if the most of the social were not using that product, it would cause of no one interested the product. On the other hand, western people concerned less about this idea. They quite made a decision depend on themselves rather than focus on other in their social.

Changing behavior could happens in case of customers realize that price of the product was higher than its value. The customer would conclude that it was an unfair if they spend money for that product (Xia, Monroe & Cox, 2004). Moreover, behavioral intention could be adjusted if customers perceived negative information about the product itself or staff and service of the product company (Zeelenberg & Pieters, 2004). Apparently, behavioral intention was not permanent habit for

customers, therefore service provider has to monitor behavior and needs of customer to develop the service to meet customer needs and it can create loyalty (Dorota Rudawska, 2014). There was research about the hotel industry (Durna, Dedeoglu & Balikçioğlu, 2015) revealed that positive behavioral intention of the potential consumers was a critical success factor to hotel businesses. In case if the hotel could create intention behavior of customers to come back again, recommend to their friends or express good reviews in travel website, this is a good thing to promote the hotel without any cost to spend (Porral & Levy-Mangin, 2015).

### **2.10 Related Document and Previous Research**

Brochado et al. (2015) studied in the topic “Exploring backpackers’ perceptions of the hostel service quality” by using both of qualitative and quantitative research. The research design started with content analysis by reviewed guest comments and suggestion in hotel booking websites and interviewed with hotel manager and customer to make more understanding their perspective. Then continue the process with quantitative method by created and launch 222 questionnaires to respondent. The items which included in questionnaire are social atmosphere, location, cleanliness, staff, facilities, security and namely. And the outcome revealed that item of social atmosphere was essential factor that customers sense it will be reflect overall of hotel quality.

Wang & Hung (2015) studied on customer perceptions of critica success factors for guest house. The process started with content analysis both of positive and negative review. In the research referred to Ctrip website which is popular hotel booking website in China. Lijiang was a selected town and guest house ranking of the

website based on customer popularity by scored as they prefer after they had the experience with that hotel. Top five guest houses were picked for positive review. For negative review still used Ctrip website in the area of Lijiang and picked five guest houses that had lowest score. Totally, there were 405 comments included of positive and negative review to analyze. Then the survey was created and spread out 828 set of questionnaires. The result shown that there were five factors that had statistically significant and positively influenced satisfactions of customer were value for money, home atmosphere, cleanliness, location and room facilities. However, other facilities and service were not positive affect to customer satisfaction.

Ren et al. (2016) conducted the research relate to customer experience with budget hotel and satisfaction. The research designed by two major state first one was item development and another state was questionnaire survey. The item based on information from literature that related to the topic. In the research consider in kind of the items as following, satisfaction service quality, customer experience, behavioral intention etc. Besides, this research used interview method in order to develop the items in questionnaire by interview with hotel customer at lobby and cafeteria. Then questionnaire was designed with totally 39 items and launch to 205 respondents. The outcome found that first characteristic that affects customer satisfaction is tangible sensorial perception. This characteristic included of seven items smell, cleanliness, quietness, temperature, shower room cleanliness, comfortable shower and maintenance. Other factors that reflected customer satisfaction were staff interactional experience, aesthetic perception and location.

Subramanian et al. (2016) studied in the issue of innovative service satisfaction and customer promotion behavior in Chinese budget hotel. The research conducted by using survey method, there were totally 800 questionnaires that mainly focus in physical product, service, location, price, staff and image. These questionnaires were sending to budget hotel in three cities on the eastern of China including Anhui, Zhejiang and Shanghai because many business travelers and student stay in east China. Besides, the questionnaires were launch through online channel such as email, MSN and QQ for 400 questionnaires. Finally, 199 completed questionnaires were returned included 40 questionnaires from electronic channel. The result shown that tourism became more popular and business people prefer to choose budget hotel more in China. The affected factors that satisfy customers included of physical product, standard design, facilities, cleanliness, comfort level, and room service.

Jiravitayawilai & Kanthawongs (2014) conducted research that related to influence of brand loyalty, physical quality, staff behavior, perceived advertising, and sales promotions toward purchase intention of “Grand U” condominium. Questionnaire survey applied to 270 samples in order to collect the data in this study. After the hypothesis testing revealed that variables with best power predictors for purchase intention was physical quality at .01 of significant level. In addition, sales promotion and staff behavior were at .05 significant level.

Komonmal & Kanthawongs (2015) studied about Factors affecting customer satisfaction of spa service in Bangkok. This research conducted by applied questionnaire survey which created from past literature review to 320 samples. Most of respondents were female, age 31-40 years old, and graduated in bachelor degree. The result revealed that centrality in lifestyle, atmospheric cues, and perceived

relative price were affected customer satisfaction while service quality of spa shops, health promotion treatment, and therapist qualification were not the factors that affected customer satisfaction at .01 level of signification.

## 2.11 Hypothesis

From related literature, related theories, theories framework, and previous studies can be hypothesized as follows.

2.11.1 There is positive relationship between Physical Product and Behavioral Intention.

2.11.2 There is positive relationship between Staff and Behavioral Intention.

2.11.3 There is positive relationship between Service and Behavioral Intention.

2.11.4 There is positive relationship between Location and Behavioral Intention.

2.11.5 There is positive relationship between Cleanliness and Behavioral Intention.

2.11.6 There is positive relationship between Security and Behavioral Intention.

2.11.7 There is positive relationship between Facilities and Behavioral Intention.

2.11.8 There is positive relationship between Tangible-Sensorial Experience and Behavioral Intention.

2.11.9 Physical Product, Staff, Service, Location, Cleanliness, Security, Facilities, and Tangible-Sensorial Experience have positively influence on Behavioral Intention of working people in Bangkok.

## **2.12 Variable used in Research**

2.12.1 Independent Variable categorized into

2.12.1.1 Physical Product

2.12.1.2 Staff

2.12.1.3 Service

2.12.1.4 Location

2.12.1.5 Cleanliness

2.12.1.6 Security

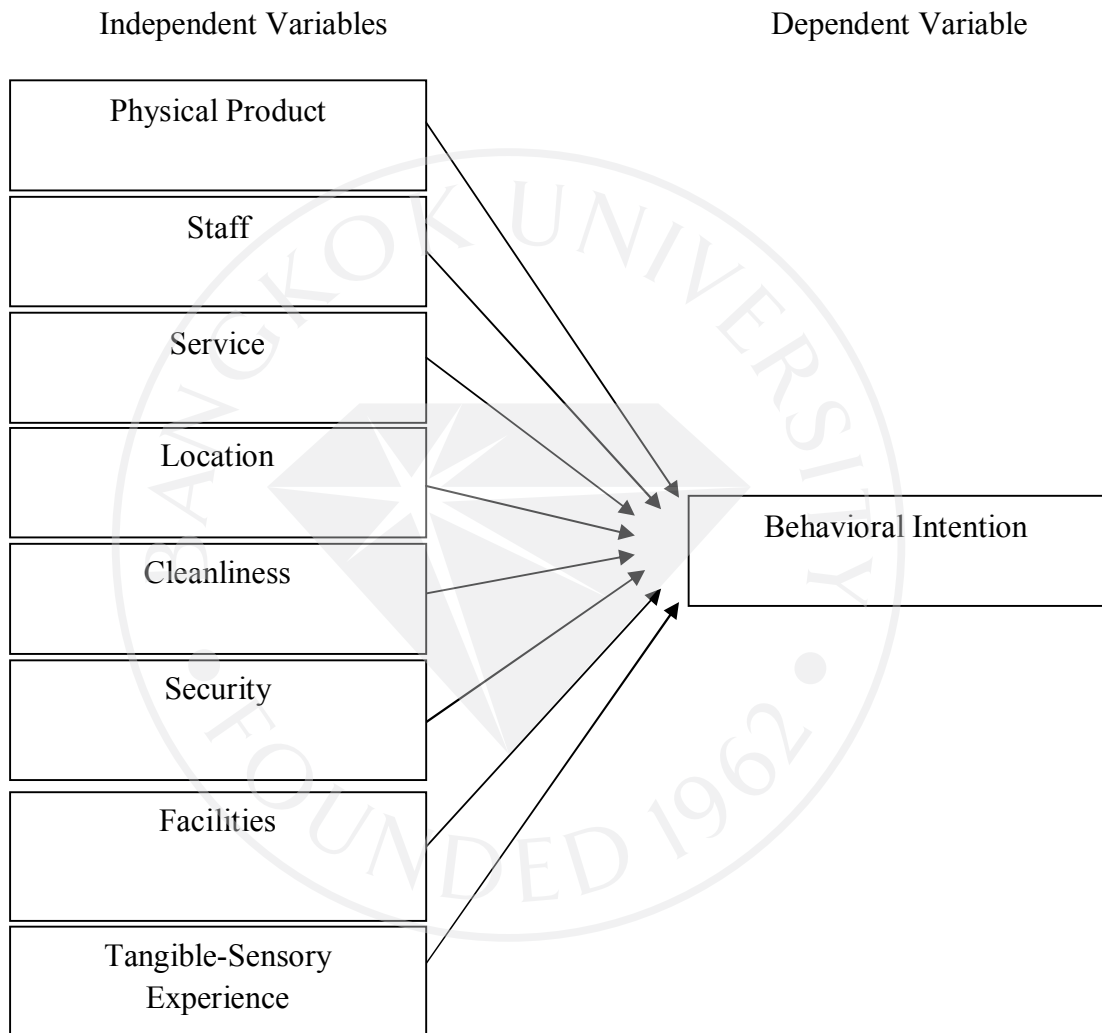
2.12.1.7 Facilities

2.12.1.8 Tangible-Sensory Experience

2.12.2 Dependent Variable is Behavioral Intention

### 2.13 Theoretical Framework

Figure 2.1: Theoretical framework for purchase intention





## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

To study factors positively affecting purchase intention to stay at budget hotels of foreign customers in Bangkok, January 2017. The researcher conducted research on the following order.

- 3.1 Research Design
- 3.2 Population and Sample Selection
- 3.3 Research Instrument
- 3.4 Testing Research Instrument
- 3.5 Data Collection
- 3.6 Preparation and Data Analysis
- 3.7 Statistic Method

#### **3.1 Research Design**

This research objective was to explore the factor positively affecting budget hotels' foreign customers purchase intention in Bangkok during 2 January to 29 January 2017. The methodology of this research was based on quantitative approaches. This research use survey method and collect data by questionnaire.

#### **3.2 Population and Sample Selection**

##### **3.2.1 Population in Research**

Population in this research were foreign travelers who visited Bangkok during 2 January to 29 January 2017 and total number of foreign visitors were 1.7 million.

(Mots.go.th, 2017). The main areas of the population are two major Bangkok district, Pranakorn and Pathumwan.

### 3.2.2 Sample Size in Research

The sample size of this research was calculate from 40 pilot test of questionnaire using G\*power version 3.1.9.2, created by (Cohen, 1977) and approved by several researchers (Erdfelder, Faul & Buchner, 1996), with the Power ( $1 - \beta$ ) of 0.70, Alpha ( $\alpha$ ) of 0.30, Number of Test Predictor of 8, Effect Size of 0.01626 (Calculated by Partial  $R^2$  of 0.0160). Then, the result showed that the minimum number of the total sample size was 328 (Cohen, 1977). Thus, 328 sets of questionnaire had been collected.

### 3.2.3 Sample Selection in Research

The sample selected by using the non-probability sampling methods called accidental sampling by collecting data only with respondents who were willing to express their opinion with the researcher through completing the questionnaires (Saunders, Lewis & Thornhill, 2012) from the foreign backpackers during 2 January to 29 January 2017 in Rattanakosin Island area, Pranakorn district, and Hua Lam Pong Railway Station area in Bangkok. In parallel, the researcher dropped the survey questionnaires to budget hotel's staffs in Rattanakosin Island areas in order to receive more respondents.

### 3.3 Research Instrument

The researcher conduct research instrument in the following order

3.3.1 Researched from books, documents, articles, and Journals that relate to the customer purchase intention, customer purchase decision, customer satisfaction, and environmental responsibility, together with guidance and assistance from an advisor.

3.3.2 Creating questionnaires by referred the theory in related researches, which are physical product, staff, service, location, cleanliness, security, facilities, tangible-sensorial experience and behavioral intention, with the approval of an advisor.

3.3.3 After complete questionnaire form, passing content validity of the questionnaire by approval from the advisor, Dr. Penjira Kanthawongs, and two hotel experts, Mr. Apicha Suksamorn, Centre Point Hotel Pratunam Resident Manager, and Mr. Nuttakrit Chaicherdchuvong , The Period Hotel Pratunam, General Manager.

3.3.4 Using comment and guidance from the advisor and two experts to remake the questionnaire. After that, launch 40 pilot test questionnaires and analyze the reliability of each variable in each factor using Cronbach's Alpha Coefficient. Value of Cronbach's Alpha is between  $0 \leq \alpha \leq 1$ , higher value mean higher reliability and closely related of section.

3.3.5 Conduct Construct Validity by using Factor Analysis on 40 pilot tests to ensure that the grouping of questions for each factor is also consistent with the theory that study.

This research using questionnaire, which created from a related literature review, for collected data. The questionnaire can be divide into four parts:

Part 1: 6 Close-ended Response Question about participant demographic and general information consist of Gender, Age, Continent, Status, Education, and Occupation.

Part 2: 8 Close-ended Response Question about purchasing behavioral consist of Your prefer room rate? Is this your first time in Bangkok?, Are you travel alone?, How do you book the budget hotel?, Length of stay?, How do you know your budget hotel?, What is your first priority of facilities to concern?, Which is the most social media that you use on?

Part 3: 44 Close-ended Response Question about "Factor Positively Affecting Purchase Intention of Budget Hotels' Customers in Bangkok" consist of

Physical Product	5	Questions
Staff	5	Questions
Service	5	Questions
Location	8	Questions
Cleanliness	4	Questions
Security	4	Questions
Facilities	4	Questions
Tangible-Sensorial Experience	5	Questions
Behavioral Intention	4	Questions

This part is measured in interval scale by using a five-level Likert Scale to measure the level of agreement.

Strongly Agree	5	points
Agree	4	points
Neutral	3	points

Disagree	2	points
Strongly Disagree	1	points

To get the result, using Class Interval formula to find the value of the class width.

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

In the segment that use Interval Scale, researcher uses average measurement as

At 4.21-5.00 mean participants' acceptance level on physical product, staff, service, location, cleanliness, security, facilities, tangible-sensorial experience, and Behavioral Intention are at the highest level.

At 3.41-4.20 mean participants' acceptance level on physical product, staff, service, location, cleanliness, security, facilities, tangible-sensorial experience, and Behavioral Intention are at high level.

At 2.61-3.40 mean participants' acceptance level on physical product, staff, service, location, cleanliness, security, facilities, tangible-sensorial experience, and Behavioral Intention are at normal level.

At 1.81-2.60 mean participants' acceptance level on physical product, staff, service, location, cleanliness, security, facilities, tangible-sensorial experience, and Behavioral Intention are at low level.

At 1.00-1.80 mean participants' acceptance level on physical product, staff, service, location, cleanliness, security, facilities, tangible-sensorial experience, and Behavioral Intention are at the lowest level.

Part 4: An Open-Ended Response Question that allows respondents to leave some comment and suggestion for researcher.

### 3.4 Testing Research Instrument

After analyzing 40 pilot test. The Cronbach's Alpha Coefficient of Physical Product equal 0.687, Staff equals 0.726, Service equals 0.785, Location equals 0.750, Cleanliness equals 0.857, Security equals 0.676, Facilities equals 0.553, Tangible-Sensorial Experience equals 0.797 and Behavioral Intention equals 0.825. Almost all alpha coefficients passed the 0.65 (Nunnally, 1978) recommended level and had proven to be reliable. However, the Cronbach's Alpha Coefficient of Facilities of 0.553 is quite low and the result recommended deleting one item to increase the percentage. After deleted one item of Facilities, the percentage increased to 0.652.

Moreover, researcher has conducted Construct Validity by using the following Factor Analysis

1) Physical Product	5	Questions
2) Staff	5	Questions
3) Service	5	Questions
4) Location	8	Questions
5) Cleanliness	4	Questions
6) Security	4	Questions
7) Facilities	4	Questions

8) Tangible-sensorial Experience 5 Questions

9) Behavioral Intention 4 Questions

All of 44 Questions are analyzed by using Principle Component Analysis to find the structural component of each factor. Setting Eigenvalue at 1, the lowest value. Then, using Varimax Orthogonal rotation to make certain that every set of questions has the most suitable component. The result after 5 axis rotation, researcher will consider factor loading value of each question and rearrange the component with the condition that each factor loading value exceed 0.3 (Chen, Srinivasan, Elkasabany & Berenson, 1999; Chung et al., 2008).

Table 3.1: Factor Analysis of factor positively affect purchase intention to stay of budget hotels' foreign customers in Bangkok

	PP	SF	SV	LC	CN	SC	FC	TG	BI
PP1	0.711								
PP2	0.801								
PP3	0.667								
PP5	0.380								
SF1		0.677							
SF2		0.740							
SF3		0.692							
SF4		0.667							
SF5		0.740							

(Continued)

Table 3.1 (Continued): Factor Analysis of factor positively affect purchase intention  
to stay of budget hotels' foreign customers in Bangkok

	PP	SF	SV	LC	CN	SC	FC	TG	BI
SV1			0.455						
SV2			0.331						
SV3			0.733						
SV4			0.825						
SV5			0.707						
LC1				<u>-0.001</u>					
LC2				0.329					
LC3				<u>0.251</u>					
LC4				0.724					
LC5				0.802					
LC6				0.635					
LC7				0.546					
LC8				0.571					
CN1					0.773				
CN2					0.844				
CN3					0.823				
CN4					0.780				

(Continued)





From table 3.1: All factor can be explain as:

#### Physical Product

From factor analysis of Physical Product, independent factor can be organized as 1 group. Consist of 4 questions. Which are "I prefer hotel with standard design such as a room with bed(s), desk and chair(s) with on refrigerator" (PP1), "The hotel should have the size of 20 – 25 sq. m. of a guest room" (PP2), "The hotel should have proper color of hotel exterior and interior" (PP3), and "I prefer the hotel designed in Thai style" (PP5).

#### Staff

From factor analysis of Staff, independent factor can be organized as 1 group. Consist of 5 questions. Which are "The staff of the hotel should be friendly towards guests" (SF1), "The staff of the hotel should know Bangkok well and are helpful" (SF2), "The staff of the hotel should made my stay a better experience here" (SF3), "The staff of the hotel should be able communication in English with me" (SF4), and "The staff of the hotel should make my stay a memorable experience" (SF5).

#### Service

From factor analysis of Service, independent factor can be organized as 1 group. Consist of 5 questions. Which are "The hotel should be efficient of guest service" (SV1), "The guest services of the hotel should be prompt upon requests" (SV2), "The reservations of the hotel should be easy" (SV3), "The check-in and check-out procedures of the hotel should be efficient" (SV4) and "The check-in and check-out procedures of the hotel should be quick" (SV5).

### Location

From factor analysis of Location, independent factor can be organized as 1 group. Consist of 8 questions. Which are "The hotel should be located in quiet areas" (LC1), "The hotel should be close to main attractions" (LC2), "The hotel should be located for convenient transportation areas" (LC3), "The hotel should be located close to bars" (LC4), "The hotel should be located close to restaurants (LC5), "The hotel should be in a good location such as near shopping area" (LC6), "The hotel should be near street food stalls" (LC7), and "The hotel should be near massage shop" (LC8).

### Cleanliness

From factor analysis of Cleanliness, independent factor can be organized as 1 group. Consist of 4 questions. Which are "The room of the hotel should be clean" (CN1), "The bathroom(s) of the hotel should be clean" (CN2), "The kitchen(s) of the hotel should be clean" (CN3), and "The social areas of the hotel should be clean" (CN4).

### Security

From factor analysis of Security, independent factor can be organized as 1 group. Consist of 4 questions. Which are "The hotel should located in safe areas" (SC1), "The hotel should have 24 front desk" (SC2), "The hotel should have 24 CCTV" (SC3), and "The hotel should have fire alarms (SC4).

### Facilities

From factor analysis of Facilities, independent factor can be organized as 1 group. Consist of 4 questions. Which are "The hotel should have Wi-Fi connection" (FC1), "The hotel should have tour service" (FC2), "The hotel should have safety box" (FC3), and "The hotel should have ATM machine(s)" (FC4).

### Tangible-Sensorial Experience

From factor analysis of Tangible-Sensorial Experience, independent factor can be organized as 1 group. Consist of 5 questions. Which are "The hotel should have clean air" (TG1), "The hotel should not have bad smell" (TG2), "The hotel room should be quiet" (TG3), "The temperature of the room should be comfortable" (TG4), and "The air condition in the room should be adjustable" (TG5).

### Behavioral Intention

From factor analysis of Behavioral Intention, independent factor can be organized as 1 group. Consist of 4 questions. Which are "I prefer to stay in budget hotels in Bangkok" (BI1), "I will stay in low cost hotels in Bangkok" (BI2), "I will recommended budget hotels in Bangkok to my friends" (BI3), and "I will write a good reviews in social media" (BI4).

## 3.5 Data Collection

There were two types of data collection in this research.

3.5.1 Primary Data is the data from the questionnaire by following step

3.5.1.1 Researcher research from related hypothesis, idea, and documents to create questionnaire format. Totally, 328 questionnaires were collected during January 2017.

3.5.1.2 The advisor and expert has reviewed and corrected the questionnaire before researcher launch to collect the data.

3.5.1.3 The collected data from complete questionnaire was filled in the system to compute and analyze.

3.5.2 Secondary Data was the information that searched from previous journal, articles, and internet that related to the budget hotel, customer perception, and purchase intention to scope down of research area and using as a references.

### 3.6 Preparation and Data Analysis

This research uses SPSS as a software for statistical analysis. Each part of the questionnaire uses different tools to analyze the data. The steps are

- 1) Classify complete and useable questionnaire.
- 2) Coding classified questionnaire.
- 3) Saving coding questionnaire in SPSS program by using Level of Significance of 0.05.
- 4) Questionnaire data will be analyzed for statistics.

#### 4.1) Descriptive Statistic Analysis

4.1.1) Question about participant demographic and general information are analyzed by using Frequency and Percentage.

4.1.2) Question about buying behavioral analyze by using frequency and Percentage.

4.1.3) Likert Scale question about Physical Product, Staff, Service, Location, Cleanliness, Security, Facilities, Tangible-Sensorial Experience, and Behavioral Intention analyze by using Mean ( $\bar{X}$ ) and Standard Deviation (S.D).

#### 4.2) Inferential Statistic Analysis

4.2.1) Each independent variable consist of Physical Product, Staff, Service, Location, Cleanliness, Security, Facilities, Tangible-Sensorial Experience analyzes by using Pearson Product-Moment Correlation Coefficient.

4.2.2) All independent variable (Physical Product, Staff, Service, Location, Cleanliness, Security, Facilities, and Tangible-Sensorial Experience) with dependent variable (Behavioral Intention) analyze by using Multiple Regression Analysis.

### 3.7 Statistic Method

Statistic analysis method in this research consist of

#### 3.7.1 Reliability of the Test using Cronbach's Alpha Coefficient

(Vanichbuncha, 2009).

$$\alpha = \frac{n}{n-1} \left[ 1 - \frac{\sum S_i^2}{S_t^2} \right]$$

$\alpha$  Reliability Value of Total Questionnaire

$n$  Number of Question

$\sum S_i^2$  Total Variability of Questionnaire

$S_t^2$  Variability of Total Questionnaire

#### 3.7.2 Descriptive Statistics Analysis

##### 3.7.2.1 Percentage

$$P = \frac{f}{N} \times 100$$

$P$  Percentage

$f$  Percentage Frequency

$N$  Frequency

### 3.7.2.2 Mean

$$\bar{x} = \frac{\sum x}{n}$$

$\bar{x}$  Mean

$\sum x$  Total Group Score

$n$  Number of Group Score

### 3.7.2.3 Standard Deviation

$$S.D. = \sqrt{\frac{\sum (x - \bar{x})^2}{n - 1}}$$

S.D. Standard Deviation

X Score

n Number of Score in Each Group

$\sum$  Total Amount

## 3.7.3 Inferential Statistics

3.7.3.1 Multiple Regression Analysis (MRA) is an analysis progress to find relationship between Dependent Variable and Independent Variable (Vanichbuncha, 2009).

$$\hat{Y} = b_0 + b_1X_1 + b_2X_2 + \dots + b_kX_k$$

- $\hat{Y}$  Predicted Dependent Variable
- $b_0$  Value of Y When All of the Independent Variables are Equal to Zero
- $b_1, \dots, b_k$  Estimated Regression Coefficients
- $X_0, \dots, X_k$  Predictor Variables

3.7.3.2 ANOVA Analysis has hypothesis that  $H_0: \beta_1 = \beta_2 = \dots = \beta_k = 0$  compare to  $H_1$ : with at least 1  $\beta_i \neq 0$  ( $i=1, \dots, k$ )

Table 3.2: ANOVA Analysis

Source of Variance	df	Sum Square: SS	Mean Square: MS	F-Statistics
Regression	k	SSR	$MSR = \frac{SSR}{K}$	$F = \frac{MSR}{MSE}$
Error/ Residual	n-k-1	SSE	$MSE = \frac{SSE}{n-k-1}$	
Total	n-1	SST		

Source: Vanichbuncha, K. (2008). *Multiple variable analysis*. Bangkok:

Chulalongkorn University.

- k Number of Independent Variable
- n Number of Example
- SST Sum Square of Total
- SSR Sum Square of Regression



SSE	Sum Square of Error/ Sum Square of Residual
MSR	Mean Square of Regression
MSE	Mean Square of Error
F	F-Statistic

### 3.7.3.3 Pearson Product-Moment Correlation Coefficient

$$r = \frac{n\sum XY - \sum X\sum Y}{\sqrt{[N\sum X^2 - (\sum X)^2][n\sum Y^2 - (\sum Y)^2]}}$$

$R_{xy}$	Pearson Correlation Coefficient
x	Values in the First Set of Data
y	Values in Second Set of Data
n	Total Number of Value

The value of Pearson Correlation Coefficient is between  $-1 \leq r \leq 1$ .

The positive and negative value of r determine the direction of relationship.

Positive r show that 2 variable have same direction of relationship.

Negative r show that 2 variable have opposite direction of relationship.

The size of the relationship can be determine by value of r

r value nearly +1 show that 2 variable have close relationship in the same direction.

r value nearly -1 show that 2 variable have least relationship in opposite direction.

r value equal to 0 mean there is no correlation between 2 variable.

r value close to 0 mean that 2 variable has few relationship.

## **CHAPTER 4**

### **FINDING**

The study of this research aimed to explore factors positively affecting budget hotels consumer purchase intention to stay of foreign customers in Bangkok. The data were collected by passing a survey questionnaire in Bangkok at Rattanakosin Island and Hua Lam Pong Railway Station. During 2 January to 29 January 2017, the questionnaire was sent to 328 travelers, who visited Bangkok, with a hundred percent response rate.

The values of Cronbach's Alpha Coefficient of 8 factors are shown as follows. Physical Product equal 0.625, Staff equals 0.831, Service equals 0.870, Location equals 0.804, Cleanliness equals 0.828, Security equals 0.681, Facilities equals 0.703, Tangible-Sensorial Experience equals 0.891 and Behavioral Intention equals 0.845. Almost all alpha coefficients passed the 0.65 (Nunnally, 1978) recommended level and had proven to be reliable. Nevertheless, the Cronbach's Alpha Coefficient of Physical Product of 0.625 is slightly low than 0.65 and the result recommended deleting one item to increase the percentage. After deleted one item of Physical Product, the percentage increased to 0.676.

According to this, data can be analyzed and can be presented below.

#### **4.1 Demographic Data**

The result will be summarized in frequencies and percentage of gender, ages, continent, status, educational level, occupation sector, room rate prefer, first time in Bangkok, travel alone, how do you book the budget hotel, length of stay,

how do you know your budget hotel, first priority facility to concern, and most social media to use.

Table 4.1: Gender of respondents

<b>Gender</b>	<b>Frequency</b>	<b>Percent</b>
Male	181	55.2
Female	147	44.8
<u>Total</u>	<u>328</u>	<u>100.0</u>

From all respondent 328, there are 181 male out, which is 55.2% of the total.

On the other hand, there are 147 female respondents. The results show that, male prefer to stay in budget hotel more that female.

Table 4.2: Age of respondents

<b>Age</b>	<b>Frequency</b>	<b>Percent</b>
under 20	12	3.7
20 – 29	228	69.5
30 – 39	58	17.7
40 – 49	18	5.5
over 50	12	3.7
<u>Total</u>	<u>328</u>	<u>100.0</u>

Most of the respondents 69.5% are in the age range from 20 – 29 years old. The second range is 30 – 39 years old generate 17.7% of all respondents. This table can show that most of budget hotel's customers are people who just finished the education. They may prefer to spend their time for travelling before they actually enter to working life. There are two groups of lowest respondents at 17.7%, under 20 years old and senior people over 50 years old. Therefore, these two group are not the target of budget hotel industry.

Table 4.3: Continent of respondents

<b>Continent</b>	<b>Frequency</b>	<b>Percent</b>
North America	114	34.8
South America	14	4.3
Europe	144	43.9
Asia	22	6.7
Australia	34	10.4
Africa	0	0
Other	0	0
<u>Total</u>	<u>328</u>	<u>100.0</u>

Most of respondents came from Europe 43.9% and North America 34.8%. Australia is 10.4% and Asia is 6.7%. South America is only 4.3% while no respondents from Africa.

Table 4.4: Marital status of respondents

Status	Frequency	Percent
Single	278	84.8
Married	45	13.7
Divorced	5	1.5
<u>Total</u>	<u>328</u>	<u>100.0</u>

Majority of this study are single at 84.8%, while married people are 13.7% and 1.5% is divorced.

Table 4.5: Educational level of respondents

Education	Frequency	Percent
Under Bachelor Degree	52	15.9
Bachelor Degree	241	73.5
Master Degree	22	6.7
Doctor Degree	2	0.6
Other	11	3.4
<u>Total</u>	<u>328</u>	<u>100</u>

This result supported Age of respondents table that the majority are finished graduated people. Bachelor degree is on the first ranking at 73.5%. For under bachelor degree people are 15.9%. The rest of the group 10.6% are master degree, doctor degree and other.

Table 4.6: Occupation sector of respondents

<b>Sector</b>	<b>Frequency</b>	<b>Percent</b>
Government	11	3.4
Private	150	45.7
Self-Employed	69	21.0
Unemployed	82	25.0
Other	16	4.9
<u>Total</u>	<u>328</u>	<u>100.0</u>

Private sector is the first rank at 45.7%. Next two ranks are most nearly, unemployed people are 25.0% and self-employed are 21.0%. Respondents who work for government are only 3.4% and the rest 4.9% are other. The result show that the government officers are rarely to stay in budget hotel.

Table 4.7: Room rate prefer of respondents

<b>Room rate</b>	<b>Frequency</b>	<b>Percent</b>
Less than 500 THB	215	65.5
501 – 1,000 THB	82	25.0
1,001 – 1,500 THB	20	6.1
1,501 – 2,000 THB	6	1.8
2,000 – 2,500 THB	4	1.2
More than 2,501 THB	1	0.3
<u>Total</u>	<u>328</u>	<u>100</u>

More than a half of respondents at 65.5% prefer room rate below 500 THB and 25.0% intend to reserve the room between 501 – 1,000 THB. In rank 1001 – 1,500 THB has 6.1% and respondents prefer room rate more than 1,501 THB are calculate together at 3.3%. This result reveals that the more less room rate is the more preferred from respondents.

Table 4.8: First time in Bangkok of respondents

<b>First time in Bangkok</b>	<b>Frequency</b>	<b>Percent</b>
Yes	237	72.3
No	91	27.7
<u>Total</u>	<u>328</u>	<u>100.0</u>

Most of the respondents visited Bangkok for the first time at 72.3%, while 27.7% have been visited Bangkok already.

Table 4.9: Traveling type of respondents

<b>Traveling alone</b>	<b>Frequency</b>	<b>Percent</b>
Yes	82	25.0
No	246	75.0
<u>Total</u>	<u>328</u>	<u>100.0</u>

Majority of respondents 75.0% are traveled with friends or as a couples and 25.0% are solo-traveler.

Table 4.10: Booking channel of respondents (can be answer more than one choice)

<b>Online Agent</b>		<b>Offline Agent</b>		<b>Direct to Hotel</b>		<b>Other</b>	
<b>Freq.</b>	<b>Percent</b>	<b>Freq.</b>	<b>Percent</b>	<b>Freq.</b>	<b>Percent</b>	<b>Freq.</b>	<b>Percent</b>
276	84.1	0	0	78	23.8	4	1.2

Most of the respondents reserved the room via the online travel agency (such as Agoda, Booking.com and Expedia) at 84.1%. Respondents contact direct to hotel are 23.8% and other 1.2% which referred to walk in guest. The interested point is 0% of offline agent. This mean the target of budget hotel are not contact offline agent to book the room at all. Then the hotel should not pay attention to this channel too much.



Table 4.11: Length of stay of respondents (can be answer more than one choice)

1 - 3 Nights		4 - 7 Nights		8 - 14 Nights		More than 15 nights	
Freq.	Percent	Freq.	Percent	Freq.	Percent	Freq.	Percent
279	85.1	59	18.0	5	1.5	5	1.5

Most of respondents prefer to stay in short period at 85.1%, 1 – 3 nights only. Group of 4 – 7 nights stay is 18.0%. And 1.5% for group of 8 – 14 nights and more than 15 nights stay. Therefore, the target of budget hotel prefers not to stay in long period.

Table 4.12: Hotel recognition way of respondents (can be answer more than one choice)

Friend		Internet Review		Internet Ranking		Advertising		Other	
Freq.	Percent	Freq.	Percent	Freq.	Freq.	Freq.	Percent	Freq.	Percent
90	27.4	285	86.9	50	15.2	9	2.7	12	3.6

The most popular way to search the hotel of respondents is look to internet review at 86.9%. Friend recommends the hotel is 27.4%. While some respondents 15.2% look at internet ranking and 2.7% interested in advertising. There is 3.6% that recognize the hotel by none of above way. They walked around the prefer area and looking for the hotel.

Table 4.13: First facilities to concerned by respondents

<b>Facilities</b>	<b>Frequency</b>	<b>Percent</b>
Wi-Fi	260	79.3
ATM Machine	1	0.3
Tourist Information	8	2.4
Convenience Store	29	8.8
Bars	18	5.5
Restaurant	12	3.7
<u>Total</u>	<u>328</u>	<u>100.0</u>

The result shows obviously that the respondents concerned Wi-Fi connection as a first priority at 79.3%. Second concerned is convenience store at 8.8%. For food facilities, Bars is 5.5% while restaurant is only 3.7%. The rest are tourist information and ATM machine seems not important to the respondents.

Table 4.14: Most used social media of respondents

<b>Social Media</b>	<b>Frequency</b>	<b>Percent</b>
Twitter	20	6.1
Facebook	222	67.7
Instagram	6	1.8
YouTube	23	7.0

(Continued)

Table 4.14 (Continued): Most used social media of respondents

<b>Social Media</b>	<b>Frequency</b>	<b>Percent</b>
Google Plus	37	11.3
LinkedIn	11	3.4
Others	9	2.7
<u>Total</u>	<u>328</u>	<u>100.0</u>

Majority of respondents are interacting with Facebook at 67.7%. Second of social media that respondents used is Google Plus, 11.3%. YouTube is in the third rank at 7.0%. Another famous social media, Twitter is 6.1%. The rest social media like Instagram and LinkedIn are not interested so much by the respondents.

#### 4.2 Mean, Standard Deviation and Respondents perception

Table 4.15: Mean, Standard Deviation, and Respondents perception of Physical Product

<b>Physical Product</b>	<b>MEAN</b>	<b>S.D.</b>	<b>Perception Level</b>
I prefer hotel with standard design such as a room with bed(s), desk and chair(s) with no refrigerator.	3.64	0.99	High
The hotel should have the size of 20 – 25 sq. m. of a guest room.	3.36	0.96	Normal

(Continued)

Table 4.15 (Continued): Mean, Standard Deviation, and Respondents perception of  
Physical Product

<b>Physical Product</b>	<b>MEAN</b>	<b>S.D.</b>	<b>Perception Level</b>
The hotel should have proper color of hotel exterior and interior.	3.24	1.12	Normal
I prefer the hotel designed in Thai style.	3.57	0.87	High
<u>Total</u>	<u>3.45</u>	<u>0.98</u>	High

Table 4.15 shown that Physical Product has a total Mean in high level (Mean = 3.45) and Standard Deviation of 0.98. This research found that "I prefer hotel with standard design such as a room with bed(s), desk and chair(s) with no refrigerator" has the highest Mean (Mean = 3.64). Follow by "I prefer the hotel designed in Thai style" (Mean = 3.57), and "The hotel should have the size of 20 – 25 sq. m. of a guest room" (Mean = 3.36). The lowest Mean (Mean = 3.24) is "The hotel should have proper color of hotel exterior and interior".

Table 4.15 also shown that "The hotel should have proper color of hotel exterior and interior" has the most deviation of information among 4 elements (S.D. = 1.12). While the least deviation of information among 4 elements is "I prefer the hotel designed in Thai style." (S.D. = 0.87).

Table 4.16: Mean, Standard Deviation, and Respondents perception of Staff

<b>Staff</b>	<b>MEAN</b>	<b>S.D.</b>	<b>Perception Level</b>
The staff of the hotel should be friendly towards guests	4.23	0.91	Highest
The staff of the hotel should know Bangkok well and are helpful.	4.13	0.82	High
The staff of the hotel should made my stay a better experience here.	3.75	1.01	High
The staff of the hotel should be able communication in English with me.	3.72	0.81	High
The staff of the hotel should make my stay a memorable experience.	3.21	0.87	Normal
<u>Total</u>	<u>3.80</u>	<u>0.88</u>	<u>High</u>

Table 4.16 shown that Staff has a total Mean in high level (Mean = 3.80) and Standard Deviation of 0.88. This research found that "The staff of the hotel should be friendly towards guests" has the highest Mean (Mean = 4.23). Follow by "The staff of the hotel should know Bangkok well and are helpful" (Mean = 4.13), "The staff of the hotel should made my stay a better experience here." (Mean = 3.75) and "The staff of the hotel should be able communication in English with me" (Mean = 3.72). The lowest Mean (Mean = 3.21) is "The staff of the hotel should make my stay a memorable experience".

Table 4.16 also shown that "The staff of the hotel should made my stay a better experience here." has the most deviation of information among 4 elements (S.D. = 1.01). While the least deviation of information among 5 elements is "The staff of the hotel should be able communication in English with me" (S.D. = 0.81).

Table 4.17: Mean, Standard Deviation, and Respondents perception of Service

<b>Service</b>	<b>MEAN</b>	<b>S.D.</b>	<b>Perception Level</b>
The hotel should be efficient of guest services.	3.80	0.87	High
The guest services of the hotel should be prompt upon requests.	3.61	0.81	High
The reservations of the hotel should be easy.	4.14	0.92	High
The check-in and check-out procedures of the hotel should be efficient.	4.05	0.95	High
The check-in and check-out procedures of the hotel should be quick.	3.84	1.13	High
<u>Total</u>	<u>3.88</u>	<u>0.93</u>	High

Table 4.17 shown that Service has a total Mean in high level (Mean = 3.88) and Standard Deviation of 0.93. This research found that "The reservations of the hotel should be easy" has the highest Mean (Mean = 4.14). Follow by "The check-in and check-out procedures of the hotel should be efficient" (Mean = 4.05), "The check-in and check-out procedures of the hotel should be quick" (Mean = 3.84), and "The

hotel should be efficient of guest services" (Mean = 3.80). The lowest Mean (Mean = 3.61) is "The guest services of the hotel should be prompt upon requests".

Table 4.17 also shown that "The check-in and check-out procedures of the hotel should be quick." has the most deviation of information among 4 elements (S.D. = 1.13). While the least deviation of information among 4 elements is "The guest services of the hotel should be prompt upon requests." (S.D. = 0.81).

Table 4.18: Mean, Standard Deviation, and Respondents perception of Location

<b>Location</b>	<b>MEAN</b>	<b>S.D.</b>	<b>Perception Level</b>
The hotel should be located in quiet areas.	3.47	1.02	High
The hotel should be close to main attractions.	3.60	0.94	High
The hotel should be located for convenient transportation areas.	3.96	0.87	High
The hotel should be located close to bars.	3.56	1.06	High
The hotel should be located close to restaurants.	3.72	0.85	High
The hotel should be in a good location such as near shopping area.	3.32	0.89	Normal
The hotel should be near street food stalls.	3.69	0.83	High
The hotel should be near massage shop.	2.83	0.99	Normal
<u>Total</u>	<u>3.51</u>	<u>0.93</u>	<u>Normal</u>

Table 4.18 shown that Location has a total Mean in normal level (Mean = 3.51) and Standard Deviation of 0.93. This research found that "The hotel should be located for convenient transportation areas" has the highest Mean (Mean = 3.96). Follow by "The hotel should be located close to restaurants" (Mean = 3.72), "The hotel should be near street food stalls" (Mean = 3.69), "The hotel should be close to main attractions" (Mean = 3.60), "The hotel should be located close to bars" (Mean = 3.56), "The hotel should be located in quiet areas" (Mean = 3.47), and "The hotel should be in a good location such as near shopping area" (Mean = 3.32). The lowest Mean (Mean = 2.83) is "The hotel should be near massage shop".

Table 4.18 also shown that "The hotel should be located close to bars" has the most deviation of information among 8 elements (S.D. = 1.06). While the least deviation of information among 4 elements is "The hotel should be near street food stalls" (S.D. = 0.83).

Table 4.19: Mean, Standard Deviation, and Respondents perception of Cleanliness

<b>Cleanliness</b>	<b>MEAN</b>	<b>S.D.</b>	<b>Perception Level</b>
The room of the hotel should be clean.	4.79	0.46	Highest
The bathroom(s) of the hotel should be clean.	4.75	0.47	Highest
The kitchen(s) of the hotel should be clean.	4.63	0.63	Highest
The social areas of the hotel should be clean.	4.44	0.61	Highest
<u>Total</u>	<u>4.65</u>	<u>0.54</u>	Highest



Table 4.19 shown that Cleanliness has a total Mean in highest level (Mean = 4.65) and Standard Deviation of 0.54. This research found that "The room of the hotel should be clean" has the highest Mean (Mean = 4.79). Follow by "The bathroom(s) of the hotel should be clean" (Mean = 4.75) and "The kitchen(s) of the hotel should be clean" (Mean = 4.63). The lowest Mean (Mean = 4.44) is "The social areas of the hotel should be clean".

Table 4.19 also shown that "The kitchen(s) of the hotel should be clean" has the most deviation of information among 4 elements (S.D. = 0.63). While the least deviation of information among 4 elements is "The room of the hotel should be cleans" (S.D. = 0.46).

Table 4.20: Mean, Standard Deviation, and Respondents perception of Security

<b>Security</b>	<b>MEAN</b>	<b>S.D.</b>	<b>Perception Level</b>
The hotel should located in safe areas.	4.56	0.61	Highest
The hotel should have 24 front desks.	4.02	1.06	High
The hotel should have 24 CCTV.	3.12	1.35	Normal
The hotel should have fire alarms.	4.01	1.04	High
<u>Total</u>	<u>3.92</u>	<u>1.01</u>	<u>High</u>

Table 4.20 shown that Security has a total Mean in high level (Mean = 3.92) and Standard Deviation of 1.01. This research found that "The hotel should located in safe areas" has the highest Mean (Mean = 4.56). Follow by "The hotel should have 24

front desks" (Mean = 4.02), and "The hotel should have fire alarms" (Mean = 4.01).

The lowest Mean (Mean = 3.12) is "The hotel should have 24 CCTV".

Table 4.20 also shown that "The hotel should have 24 CCTV has the most deviation of information among 4 elements (S.D. = 1.35). While the least deviation of information among 4 elements is "The hotel should located in safe areas" (S.D. = 0.61).

Table 4.21: Mean, Standard Deviation, and Respondents perception of Facilities

<b>Facilities</b>	<b>MEAN</b>	<b>S.D.</b>	<b>Perception Level</b>
The hotel should have Wi-Fi connection.	4.40	0.85	Highest
The hotel should have tour services.	3.14	1.16	Normal
The hotel should have safety box.	3.65	0.95	High
The hotel should have ATM machine(s).	3.15	1.04	Normal
<u>Total</u>	<u>3.58</u>	<u>1.0</u>	<u>Normal</u>

Table 4.21 shown that Facilities has a total Mean in normal level (Mean = 3.58) and Standard Deviation of 1.0. This research found that "The hotel should have Wi-Fi connection" has the highest Mean (Mean = 4.40). Follow by "The hotel should have safety box" (Mean = 3.65), and "The hotel should have ATM machine's" (Mean = 3.15). The lowest Mean (Mean = 3.14) is "The hotel should have tour services".

Table 4.21 also shown that "The hotel should have tour services" has the most deviation of information among 5 elements (S.D. = 1.16). While the least deviation of

information among 4 elements is "The hotel should have Wi-Fi connection" (S.D. = 0.85).

Table 4.22: Mean, Standard Deviation, and Respondents perception of Tangible-Sensorial Experience

<b>Tangible-Sensorial Experience</b>	<b>MEAN</b>	<b>S.D.</b>	<b>Perception Level</b>
The hotel should have clean air.	4.33	0.80	Highest
The hotel should not have bad smell.	4.34	0.80	Highest
The hotel room should be quiet.	3.91	0.88	High
The temperature of the room should be comfortable	3.88	0.78	High
The air condition in the room should be adjustable.	3.86	0.88	High
<u>Total</u>	<u>4.06</u>	<u>0.82</u>	<u>High</u>

Table 4.22 shown that Tangible-Sensorial Experience has a total Mean in high level (Mean = 4.06) and Standard Deviation of 0.82. This research found that "The hotel should not have bad smell" has the highest Mean (Mean = 4.34). Follow by "The hotel should have clean air" (Mean = 4.33), "The hotel room should be quiet" (Mean = 3.91), and "The temperature of the room should be comfortable" (Mean = 3.88). The lowest Mean (Mean = 3.86) is "The air condition in the room should be adjustable".

Table 4.22 also shown that "The hotel room should be quiet" and "The air condition in the room should be adjustable" have the most deviation of information

among 5 elements (S.D. = 0.88). While the least deviation of information among 5 elements is "The temperature of the room should be comfortable" (S.D. = 0.78).

Table 4.23: Mean, Standard Deviation, and Respondents perception of Behavioral Intention

<b>Behavioral Intention</b>	<b>MEAN</b>	<b>S.D.</b>	<b>Perception Level</b>
I prefer to stay in budget hotels in Bangkok.	4.25	0.91	Highest
I will stay in low cost hotels in Bangkok in a future.	4.21	0.98	Highest
I will recommend budget hotels in Bangkok to my friends.	4.17	0.90	High
I will write a good reviews in social media.	3.67	1.01	High
<u>Total</u>	<u>4.07</u>	<u>0.95</u>	High

Table 4.23 shown that Behavioral Intention has a total Mean in high level (Mean = 4.07) and Standard Deviation of 0.95. This research found that "I prefer to stay in budget hotels in Bangkok" has the highest Mean (Mean = 4.25). Follow by "I will stay in low cost hotels in Bangkok in a future" (Mean = 4.21) and "I will recommend budget hotels in Bangkok to my friends" (Mean = 4.17). The lowest Mean (Mean = 3.67) is "I will write a good reviews in social media".

Table 4.23 also shown that "I will write a good reviews in social media" has the most deviation of information among 4 elements (S.D. = 1.01). While the least

deviation of information among 4 elements is "I will recommend budget hotels in Bangkok to my friend" (S.D. = 0.90).

#### **4.3 Analysis of the data based on assumptions**

Consists of Physical Product, Staff, Service, Location, Cleanliness, Security, Facilities, Tangible-Sensorial Experience, and Behavioral Intention



Table 4.24: Analysis of correlation between independent variables and the dependent variable using Pearson's Correlation Coefficient of Physical Product, Staff, Service, Location, Cleanliness, Security, Facilities, and Tangible-Sensorial Experience that positively affect Behavioral Intention to stay of foreign customers in Bangkok

Variable	Mean	S.D.	Cronbach's Alpha	PP	SF	SV	LC	CN	SC	FC	TG	BI
Physical Product (PP)	3.46	0.70	0.676	1								
Staff (SF)	3.81	0.68	0.831	0.053	1							
Service (SV)	3.89	0.76	0.870	0.153**	0.625**	1						
Location (LC)	3.52	0.60	0.804	0.176**	0.395**	0.480**	1					
Cleanliness (CN)	4.65	0.45	0.828	0.064	0.068	0.130*	0.010	1				
Security (SC)	3.93	0.75	0.681	0.238**	0.392**	0.403**	0.552**	0.234**	1			
Facilities (FC)	3.58	0.72	0.703	0.124*	0.331**	0.318**	0.378**	0.114*	0.504**	1		

(Continued)

Table 4.24 (Continued): Analysis of correlation between independent variables and the dependent variable using Pearson's Correlation

Coefficient of Physical Product, Staff, Service, Location, Cleanliness, Security, Facilities, and Tangible-

Sensorial Experience that positively affect Behavioral Intention to stay of foreign customers in Bangkok

Variable	Mean	S.D.	Cronbach's Alpha	PP	SF	SV	LC	CN	SC	FC	TG	BI
Tangible-Sensorial Experience (TG)	4.06	0.69	0.891	-.069	0.371**	0.336**	0.346**	0.236**	0.381**	0.355**	1	
Behavioral Intention (BI)	4.07	0.78	0.845	0.031	0.214**	0.240**	0.258**	0.004	0.248**	0.298**	0.390**	1

\*\*Correlation is significant at the .01 level.

\*Correlation is significant at the .05 level.

From table 4.24: Hypothesis can be explained as

Hypothesis 1, Physical Product factor has a positive relationship toward Behavioral Intention or not. The result from the analysis show that Physical Product has no positive relationship toward Behavioral Intention (Pearson's Correlation = 0.031) at 0.01 significant level.

Hypothesis 2, Staff factor has a positive relationship toward Behavioral Intention or not. The result from the analysis show that Staff has a positive relationship toward Behavioral Intention (Pearson's Correlation = 0.214) at 0.01 significant level.

Hypothesis 3, Service factor has a positive relationship toward Behavioral Intention or not. The result from the analysis show that Service has a positive relationship toward Behavioral Intention (Pearson's Correlation = 0.240) at 0.01 significant level.

Hypothesis 4, Location factor has a positive relationship toward Behavioral Intention or not. The result from the analysis show that Location has a positive relationship toward Behavioral Intention (Pearson's Correlation = 0.258) at 0.01 significant level.

Hypothesis 5, Cleanliness factor has a positive relationship toward Behavioral Intention or not. The result from the analysis show that Cleanliness has no positive relationship toward Behavioral Intention (Pearson's Correlation = 0.004) at 0.01 significant level.

Hypothesis 6, Security factor has a positive relationship toward Behavioral Intention or not. The result from the analysis show that Security has a positive



relationship toward Behavioral Intention (Pearson's Correlation = 0.248) at 0.01 significant level.

Hypothesis 7, Facilities factor has a positive relationship toward Behavioral Intention or not. The result from the analysis show that Facilities has a positive relationship toward Behavioral Intention (Pearson's Correlation = 0.298) at 0.01 significant level.

Hypothesis 8, Tangible-Sensorial Experience factor has a positive relationship toward Behavioral Intention or not. The result from the analysis show that Tangible-Sensorial Experience has a positive relationship toward Behavioral Intention (Pearson's Correlation = 0.390) at 0.01 significant level.

Table 4.25: Analysis of variance using ANOVA of physical product, staff, service, location, cleanliness, security, facilities and tangible-sensorial experience that positively affect Behavioral Intention to stay at budget hotels of foreign customers in Bangkok

<b>Model</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
1 Regression	40.964	8	5.121	10.018	.000 <sup>b</sup>
Residual	163.053	319	.511		
Total	204.018	327			

From table 4.25, ANOVA analysis confirmed that independent variable consist of Physical Product, Staff, Service, Location, Cleanliness, Security, Facilities and Tangible-Sensorial Experience have influence on dependent variable, Behavioral Intention due to Sig. of the equation equal 0.000 at 0.05 significant level.

Table 4.26: Multiple Regression Analysis of Physical Product, Staff, Service, Location, Cleanliness, Security, Facilities and Tangible-Sensorial Experience that positively affect Behavioral Intention to stay at budget hotels of foreign customers in Bangkok

<b>Dependent Variable: Behavioral Intention, R = 0.448, R<sup>2</sup> = 0.201, Constant = 2.269</b>								
<b>Independent Variables</b>	<b>R</b>	<b>R<sup>2</sup></b>	<b>β</b>	<b>Std Error</b>	<b>t</b>	<b>Sig</b>	<b>Tolerance</b>	<b>VIF</b>
(Constant)				0.512	4.432	0.000		
Physical Product (PP)	0.031	0.000	0.017	0.059	0.323	0.747	0.893	1.120
Staff (SF)	0.214	0.045	-0.025	0.077	-0.378	0.706	0.558	1.793
Service (SV)	0.240	0.057	0.078	0.071	1.140	0.255	0.528	1.893
Location (LC)	0.258	0.066	0.050	0.085	0.759	0.449	0.580	1.723
Cleanliness (CN)	0.004	0.000	-0.103	0.094	-1.930	0.055	0.878	1.139
Security (SC)	0.248	0.061	0.023	0.073	0.330	0.742	0.523	1.911
Facilities (FC)	0.298	0.888	0.147*	0.065	2.455	0.015	0.698	1.433

(Continued)

Table 4.26 (Continued): Multiple Regression Analysis of Car Attribute, Emotional Connection, Accessibility, External Influence, Brand-Loving Tendency, Supporting Environmental Protection, Drive for Environmental Responsibility, and Vivacity that positively affect Behavioral Intention to stay at budget hotels of foreign customers in Bangkok

<b>Dependent Variable: Behavioral Intention, R = 0.448, R<sup>2</sup> = 0.201, Constant = 2.269</b>								
<b>Independent Variables</b>	<b>R</b>	<b>R<sup>2</sup></b>	<b>β</b>	<b>Std Error</b>	<b>t</b>	<b>Sig</b>	<b>Tolerance</b>	<b>VIF</b>
Tangible-Sensorial Experience (TG)	0.390	0.152	0.320*	0.068	5.377	0.000	0.706	1.417

\*significant at the .05 level

From table 4.26, Hypothesis can be explained from Multiple Regression Analysis. Independent variable can predict behavioral intention and Tangible-Sensorial Experience (Sig. = 0.000) and Facilities (Sig. = 0.015) can predict behavioral intention significantly. On the other hand, Physical Product (Sig. = 0.747), Staff (Sig = 0.706), Service (Sig. = 0.255), Location (Sig. = 0.449), Cleanliness (Sig = 0.055), and Security (Sig. = 0.023) cannot predict behavioral intention significantly. The most predictive independent variable is Tangible-Sensorial Experience ( $\beta = 0.320$ ) follow by Facilities ( $\beta = 0.147$ ), Service ( $\beta = 0.078$ ), Location ( $\beta = 0.050$ ), Security ( $\beta = 0.023$ ), Physical

Product ( $\beta = 0.017$ ), Cleanliness ( $\beta = -0.103$ ), and Staff ( $\beta = -0.025$ ). These following variables can explain influence on behavioral intention to stay at budget hotels of foreign customers in Bangkok at 20.01%. Another 79.9% are influence from other variables that are not use in this research. The standard error is  $\pm 0.715$  using the following equation.

$$Y (\text{Behavioral Intention}) = 2.269 + 0.320 (\text{Tangible-Sensorial Experience}) + 0.147 (\text{Facilities})$$

From this equation

If Tangible-Sensorial Experience increase by 1 point and other factors remain the same. Behavioral Intention will increase by 0.320 point.

If Facilities increase by 1 point and other factors remain the same. Behavioral Intention will increase by 0.147 point.

Data from table 4.26 used to test following hypothesis.

Hypothesis 8, by using Multiple Regression Analysis. The result shown that Tangible-Sensorial Experience and Facilities have positive influence on Behavioral Intention at statistical significant level of 0.05. While Physical Product, Staff, Service, Location, Cleanliness and Security have no positive influence on Behavioral Intention at 0.05 statistical significant.

#### **4.4 Other Analysis**

Multicollinearity is multiple correlation among independent variables (more than 2 independent variable) (Wakefield, 2014) or relation among group of independent variables.

In high multicollinearity relation, high degree of relation can affect deviation from true value. In the other word, muticollinearity should not occur while using Multiple Linear Regression.

Multicollinearity can be tested by Variance Inflation Factor (VIF) value or Tolerance value. Variance Inflation Factor (VIF) value should not exceed 4 and Tolerance value should exceed 0.2 (Miles & Shevlin, 2001).

Table 4.27: Testing Collinearity of independent variable

<b>Independent Variable</b>	<b>Tolerance</b>	<b>Variance Inflation Factor (VIF)</b>
Physical Product (PP)	0.893	1.120
Staff (SF)	0.558	1.793
Service (SV)	0.528	1.893
Location (LC)	0.580	1.723
Cleanliness (CN)	0.878	1.139
Security (SC)	0.523	1.911
Facilities (FC)	0.698	1.433
Tangible-Sensorial Experience (TG)	0.706	1.417

Result from table 4.27 found that less Tolerance value is 0.523, which exceed 0.2, and Variance Inflation Factor (VIF) value is 1.911, which not exceed 4. Therefore, there are no Multicollinearity.

Figure 4.1: Result of Multiple Regression Analysis from scope of research

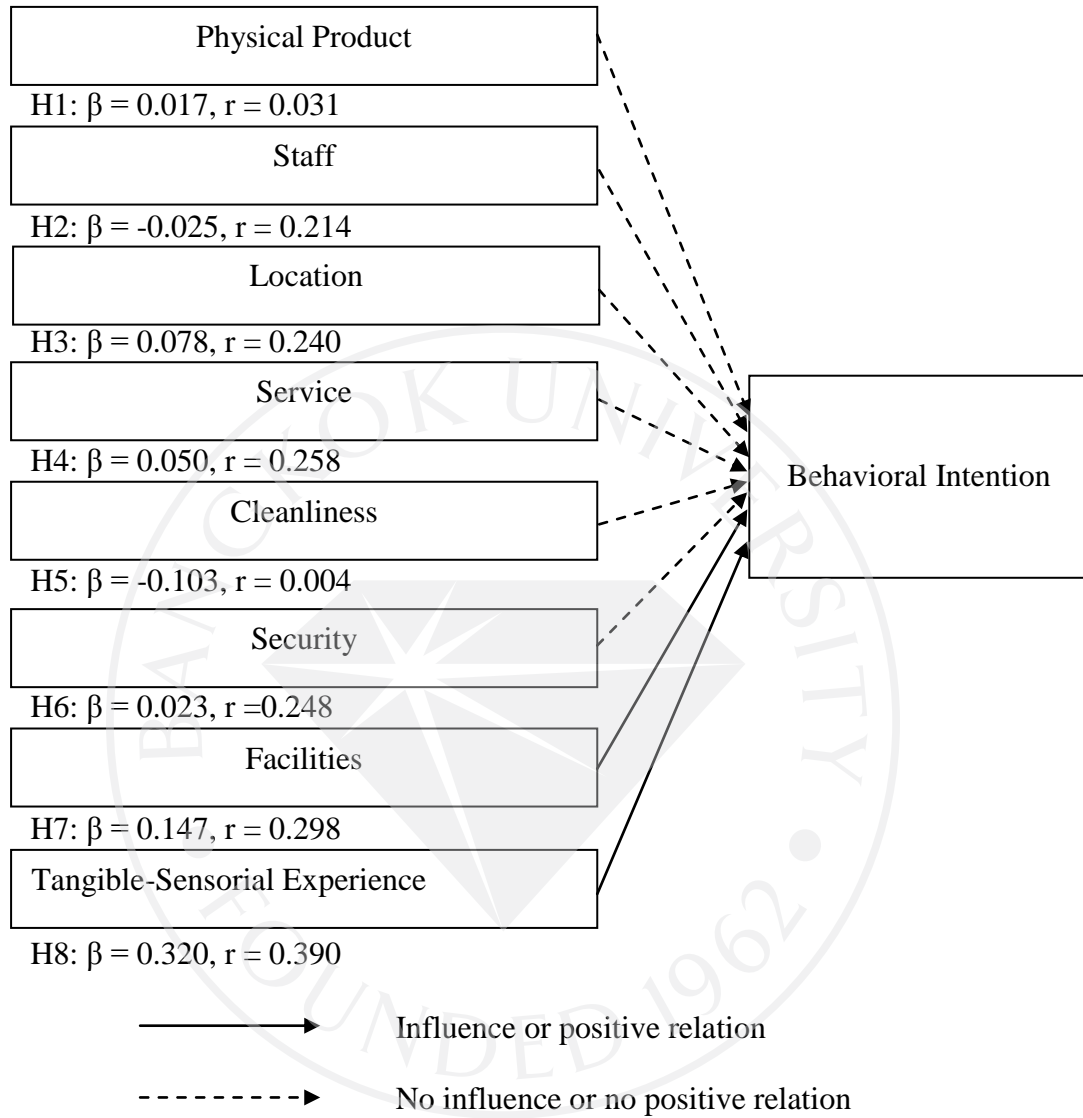


Figure 4.1 show that Facilities and Tangible-Sensorial Experience have positive relationship or positive influence towards behavioral intention to stay at budget hotels of foreign customers in Bangkok. While Physical Product, Staff, Service, Location, Cleanliness and Security have no positive relationship or positive influence toward behavioral intention to stay at budget hotels of foreign customers in Bangkok.

## CHAPTER 5

### CONCLUSIONS AND RECOMMENDATIONS

The research on the positive influence of physical product, staff, service, location, cleanliness, security, facilities and tangible-sensorial experience towards consumer purchase intention to stay of foreign customers in Bangkok is a survey research using questionnaires to collect data.

Populations in this research were foreign travelers who visited Rattanakosin Island and Hua Lam Pong Railway Station in Bangkok during 2 January 2017 to 29 January 2017. The sample size of this research was 328. The result of this research analyzed in quantitative approach running by SPSS program. The result can be revealed as follows.

#### **5.1 Hypothesis Assumption**

The essential factors studied in this research were physical product, staff, service, location, cleanliness, security, facilities, and tangible-sensorial experience influenced on budget hotels' foreign customers purchase intention found that majority of the respondents were male, between 20-29 years old, and single. The majority had finished bachelor degrees, applied job in private sectors, preferred room rates below THB 500 per night. More than half of the respondents visited Bangkok for first time, were not solo travelers, reserved room through online travel agency by searching and reading reviews in cyber world, and preferred to stay 1-3 nights. According to their behaviors, the respondents considered Wi-Fi services as the first facility and surfing

Facebook to connect to social media. Research result base on hypothesis can be concluded as.

Hypothesis 1, Physical Product factor has a positive relationship towards Behavioral Intention or not. The result from the analysis shows that Physical Product has no positive relationship towards Behavioral Intention at 0.05 significant levels. So hypothesis rejected.

Hypothesis 2, Staff factor has a positive relationship towards Behavioral Intention or not. The result from the analysis shows that Staff has no positive relationship towards Behavioral Intention at 0.05 significant level. So hypothesis rejected.

Hypothesis 3, Service factor has a positive relationship towards Behavioral Intention or not. The result from the analysis shows that Service has no positive relationship towards Behavioral Intention at 0.05 significant levels. So hypothesis rejected.

Hypothesis 4, Location factor has a positive relationship towards Behavioral Intention or not. The result from the analysis show that Location has no positive relationship towards Behavioral at 0.05 significant level. So hypothesis rejected.

Hypothesis 5, Cleanliness factor has a positive relationship towards Behavioral Intention or not. The result from the analysis shows that Cleanliness has no positive relationship towards Behavioral Intention at 0.05 significant levels. So hypothesis rejected.

Hypothesis 6, Security factor has a positive relationship towards Behavioral Intention or not. The result from the analysis shows that Security has no positive



relationship towards Behavioral Intention at 0.05 significant levels. So hypothesis rejected.

Hypothesis 7, Facilities factor has a positive relationship towards Behavioral Intention or not. The result from the analysis shows that Facilities has a positive relationship towards Behavioral Intention at 0.05 significant levels. So hypothesis accepted.

Hypothesis 8, Tangible-Sensorial Experience factor has a positive relationship towards Behavioral Intention or not. The result from the analysis shows that Tangible-Sensorial Experience has a positive relationship towards Behavioral Intention at 0.05 significant levels. So hypothesis accepted.

Hypothesis 9, Factors that can predict budget hotels' customers purchase intentions (Y) are tangible-sensorial experience and facilities which have 20.1% influence. Another 79.9% are influence from others variable that are not used in this research. The standard error is  $\pm 0.715$  using the following equation.

$$Y \text{ (Behavioral Intention)} = 2.269 + 0.320 \text{ (Tangible-Sensorial Experience)} + 0.147 \text{ (Facilities)}$$

## 5.2 Summary

The research on the positive influence of physical product, staff, service, location, cleanliness, security, facilities and tangible-sensorial experience towards consumer purchase intention to stay at budget hotels of foreign customers in Bangkok is a survey research using questionnaires to collected data found the interesting issue as follows.

Hypothesis 1, Physical Product factor has a positive relationship towards Behavioral Intention or not. The results from Pearson correlation analysis show that Physical Product has no positive relationship towards Behavioral Intention at 0.05 significant levels which accepted hypothesis. The customers of budget hotel seems not consider to the product so much. They required the room for take a rest and sleep, they did not pay for the image of the hotel or anything luxury. The design of accommodation room and hotel are not interested by budget hotel customers. Their life style are quite easy. They could stay in the same room with mates who are not recognize. Therefore, some hotel have dorm room that consist of bulk beds to holding more customers with same room space. In case of the customers do not serious about this issue, so the hotel can focus on other dimension such as service standard. Growing number of customers could come from service standard in order to increase revenue of budget hotel (Fiorentino, 1995).

Hypothesis 2, Staff factor has a positive relationship towards Behavioral Intention or not. The results from Pearson correlation analysis show that Staff has no positive relationship towards Behavioral Intention at 0.05 significant levels which accepted hypothesis. The First impression of the service business is the greeting behavior of front desk staff (Ahmed, Soroya & Malik, 2015). The staff from front desk can be a factor that create returning guest by build a good relationship (Furnham & Milner, 2013). This idea could apply to the hotels but not all the cases. Most customers of budget hotel need friendly and helpful staff but they did not have high expectation for this issue.

Hypothesis 3, Service factor has a positive relationship towards Behavioral Intention or not. The results from Pearson correlation analysis show that Service has

no positive relationship towards Behavioral Intention at 0.05 significant levels which accepted hypothesis. Since the hotel business is a kind of service business, the satisfaction of customers is the main key to drive in this field. Customers always expect the returning experience when they spend their money. The expectation would create by receiving information from external factor such as internet hotel reviews from previous customers or comments from friend who used to have the experience with that hotel (Wang & Hung, 2015). However, this is not the essential issue for budget hotel customers because they do not require anything too much complicated according to their simple life style.

Hypothesis 4, Location factor has a positive relationship towards Behavioral Intention or not. The results from Pearson correlation analysis show that Location has no positive relationship towards Behavioral at 0.05 significant levels which accepted hypothesis. A good location can create more benefit (Fernández et al., 2017). Location is a factor that can be either positive or negative side. Some customers may need hotels that close to transportation station, some customers prefer hotels near to bars, restaurant or shopping area while some customers do not focus on other factors, they just need hotel in peaceful area. By the way, budget hotel customers are rarely to focus on hotel location. Walk is an easiest way for moving and most of them prefer to walk to enjoy the view around so it is not a problem for them. This information shown that location is not the main concern to customers of budget hotel.

Hypothesis 5, Cleanliness factor has a positive relationship towards Behavioral Intention or not. The results from Pearson correlation analysis show that Cleanliness has no positive relationship towards Behavioral Intention at 0.05 significant levels which accepted hypothesis. The most reason of dissatisfaction of

three to four-stars hotel is cleanliness (Guizzardi, Monti & Ranieri, 2016). Cleanliness is a basic factor that customers concern when they have to purchase service product like hotel. Nevertheless, there was a research (Zhang, Ye & Law, 2011) mention about cleanliness. The research revealed that cleanliness element is not a statistic significant towards room price. Referring to budget hotel that not offer the accommodation with high price, therefore the research is according to the idea of budget hotel business.

Hypothesis 6, Security factor has a positive relationship towards Behavioral Intention or not. The results from Pearson correlation analysis show that Security has no positive relationship towards Behavioral Intention at 0.05 significant levels which accepted hypothesis. According to the famous theory, Safety is a second level of Maslow's Hierarchy of needs (Rasskazova, Ivanova & Sheldon, 2016). The theory indicated that the needs is an important needs after physical needs. Even though Bangkok had some negative side but Bangkok became the first rank in the final tourist destination charge in year 2016. That mean the tourist noticed this issue but they are accepted. The risk can be reduced if the information is prepared enough. Customers of budget hotel have reviewed the information and study the surrounding area before they reserve the hotel. Thus, they think that they can manage the risk and build the protection by themselves.

Hypothesis 7, Facilities factor has a positive relationship towards Behavioral Intention or not. The results from Pearson correlation analysis show that Facilities has a positive relationship towards Behavioral Intention at 0.05 significant levels which accepted hypothesis. Facilities become an essential role to influence purchasing behavior of hotel customers (Hanssen & Solvoll, 2015). Facilities are a kind of

service that hotel provide for the in-house customers. This factor can refer to swimming pool, fitness, sauna, restaurant, function room, safety box, limousine, shuttle bus etc. In these days, there is another facility that is very meaningful to the customers. This is referring to Wi-Fi internet connection. Since smart phone able to connect internet with Wi-Fi, thus Wi-Fi is a major reason that customer concerned. According to budget hotel customer's style, it can fulfill their requirement because they usually to find traveling information by themselves.

Hypothesis 8, Tangible-Sensorial Experience factor has a positive relationship towards Behavioral Intention or not. The results from Pearson correlation analysis show that Tangible-Sensorial Experience has a positive relationship towards Behavioral Intention at 0.05 significant levels which accepted hypothesis. The previous research from (Barber & Scarcelli, 2010) revealed that not only product or service that meaning to the customers but also the atmosphere and physical environment can determine customer purchase decision. The atmosphere is another factor that build satisfaction to the customers such as smelling, quietness or temperature. The customers will absorb the sensory feeling since first step of entry. Atmosphere can make hotel benefit in long run if the hotel pay attention in this issue.

Hypothesis 9, by using multiple regression analysis on hypothesis found that factors affecting consumer purchase intention are facilities and tangible-sensorial experience at significant levels of 0.05. Similarly, with the same research (Hanssen & Solvoll, 2015), facilities are an attribute that influence the purchase decision of the hotel customers. The important facilities that budget hotel customers always expect in these days is Wi-Fi internet connection due to trend of internet consuming increasing because of more easier to access. As for the result that tangible-sensorial experience is

another factor which affect to the purchase intention, the same paper (Barber & Scarcelli, 2010) mentioned according to this study. The atmosphere around hotel is also a significant factor that customer will focus on. If the hotel create an appropriate atmosphere, the customer will feel more comfortable to stay.

### **5.3 Suggestions for Businesses**

From the result of the research on the positive influence of physical product, staff, service, location, cleanliness, security, facilities and tangible-sensorial experience towards consumer purchase intention of budget hotels' foreign customers in Bangkok. Management team and Marketing department should work together in order to step up of customer satisfaction. The below information could be a guide line to improving the product and service.

5.3.1 Tangible-sensorial experience is the factor that budget hotel should focus on. The hotel have to consider tangible-sensorial experience to increase satisfaction of customers due to this factor has a relationship to purchase intention from the result of this study. To provide the proper atmosphere could build a good feeling and create a positive perception to the customers. Emotion of the customers could be on positive or negative side and when they get in to the hotel and the first thing that touch their sensory is atmosphere around. The appropriate decoration will create a first impression to the customers. All of the customers have an expected level in their mind to compare with a value in what they paid. Exactly that the tangible sensory is not the whole thing to judge that the hotel is good or not good but the first impression is quite important in term of customer satisfaction.

5.3.2 Additionally, facilities is another important factor for budget hotel.

Target customer of budget hotel is not a high-class people, hence the management no need to invest in facilities same as three or four-stars hotel. Grand facilities like swimming pool or fitness room are not the things that budget hotel customers expected. Nowadays, internet is a part of daily life and much easier to access than the past. Customers of budget hotel do not expect a perfect service, but they prefer to enjoy and relax for their vacation. Wi-Fi connection is a tool that answer this needs. All the transportation and travelling information can be found in internet. Meanwhile, they can update news in their home country as well. Moreover, safety box is another item that customers request. Some budget hotels have dorm room that means many customers will stay together in a same room, so they need a place to keep their belonging. The hotel should consider providing deposit boxes also.

#### **5.4 Recommendations for Future Research**

Researcher should consider the following issue in the future research

5.4.1 Since the respondents of this study are foreign travelers from many countries, therefore the collected data might variety due to different culture and life style of the respondents. The researcher recommend scoping the target by nationality zone or by continental because the data from same group of respondents could generate result that is more accurate. The respondents of this study come from five major nationality zones. Although most of them are Europe and North America but there are other different zones like Asia or South America that would affect the result and make the outcome fluctuate. To make the result more precise, researcher

recommend collect the data by separate nationality zone and the picture is more clearly.

5.4.2 With this study, there are two factors, facilities and tangible-sensory experience can predict customers purchase intention. There are comments from the respondents that mentioned about breakfasts and towels should provide by the hotels. Regarding to these comments, in future study should insert breakfasts and towels to questionnaire because it might be the element that influence customers purchase intention.

5.4.3 During factor analysis in this research found that some question has factor loading value less than 0.3 that should be deleted from the group or using confirmatory factor analysis in the future research. The questions that were not exceed factor loading value are question 1: The hotel should be located in quiet areas (LC1) and question 3: The hotel should be located for convenient transportation areas (LC3) in location grouping, and question 2: The hotel should have 24 front desks (SC2) in security grouping.



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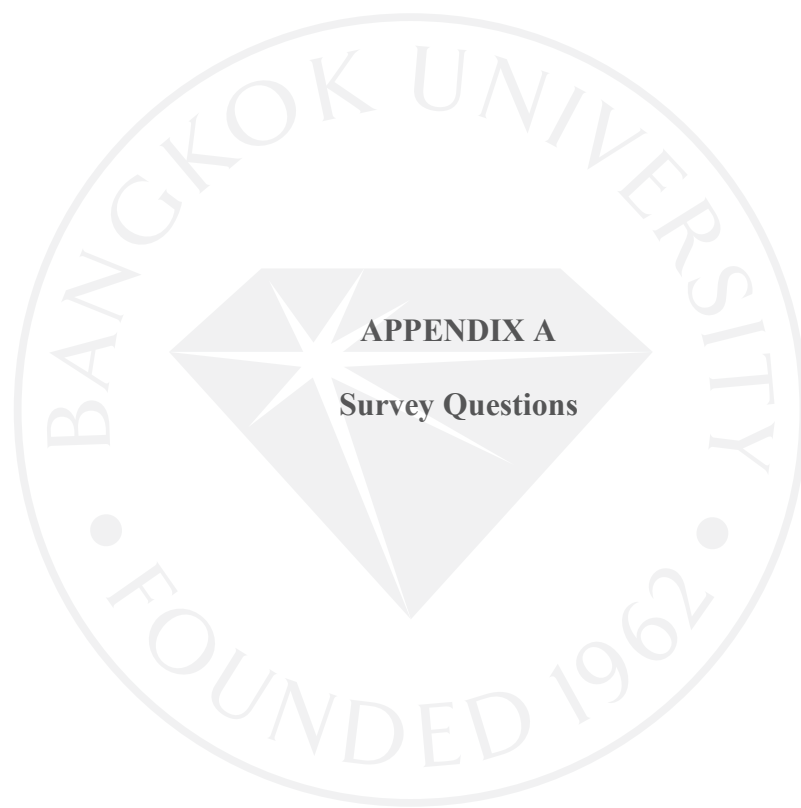
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มหาวิทยาลัยกรุงเทพ  
BANGKOK UNIVERSITY

NO.....

## Questionnaire

on

Factors Positively Affecting Purchase Intention of Budget Hotels'

Customers in Bangkok

**Instruction:** Objective of this survey is to collected data for use in master of business administration research, Bangkok University. The result of this research will be benefit to hospitality industry. In this regard, cooperation from the respondents are needed. I, Yossawut Laowicharath, master's degree of business administration student from Bangkok University thankfully for your cooperation

Instruction: Please answer the following question and put ✓ in  that matches you most.

**1. Gender**

- 1) Male  2) Female

**2. Age**

- 1) Under 19 years old  2) 20–29 years old  
 3) 30-39 years old  4) 40-49 years old  
 5) Over 50 years old

**3. Your Continent**

- 1) North America  2) South America  
 3) Europe  4) Asia  
 5) Australia  6) Africa  
 7) Other (please specify).....

**4. Status**

- 1) Single  2) Married  
 3) Divorced/ Widowed/ Separated

**5. Level of education**

- 1) Under Bachelor Degree  2) Bachelor Degree  
 3) Master Degree  4) Doctorate Degree  
 5) Other (please specify).....

**6. Occupation Sector**

- 1) Government  2) Private  
 3) Self-Employed  4) Unemployed  
 5) Other (please specify).....

**7. Your prefer room rate**

- 1) Less than or equal to 500 THB (Less than 14.20 USD)  
 2) 501 THB – 1,000 THB (14.30 USD – 28.40 USD)  
 3) 1,001 THB – 1,500 THB (28.50 USD – 42.50 USD)  
 4) 1,501 THB – 2,000 THB (42.60 USD – 56.70 USD)  
 5) 2,001 THB – 2,500 THB (56.80 USD – 70.90 USD)  
 6) More than 2,501 THB (more than 71.00 USD)

**8. Is this your first time in Bangkok?**

- 1) Yes  2) No

**9. Are you traveling alone?**

- 1) Yes  2) No

**10. How do you book the budget hotel?** (can be answer more than one choice)

- 1) Online Travel Agency (agoda, booking.com, expedia, etc.)
- 2) Offline Travel Agency (tour information counter, tour desk, etc.)
- 3) Direct to the hotel       4) Other (please specify).....

**11. Length of stay (in each budget hotel)** (can be answer more than one choice)

- 1) 1 – 3 nights                       2) 4 nights – 7 nights
- 3) 8 – 14 nights                       4) More than 15 nights

**12. How do you know your budget the hotel?** (can be answer more than one choice)

- 1) Friends                               2) Internet review
- 3) Internet ranking                       4) Advertising
- 5) Other (please specify).....

**13. What is your first priority of facilities to concern?** (Choose **only** one choice)

- 1) Wi-Fi                                       2) ATM machine
- 3) Tour information                       4) Convenience store
- 5) Bar                                         6) Restaurant

**14. Which is the most social media that you use on?** (Choose **only** one choice)

- 1) Twitter                                       2) Facebook
- 3) Instagram                                       4) YouTube
- 5) Google Plus                                       6) LinkedIn
- 7) Other (please specify).....

Please mark every question with only one ✓ in the box that most corresponds to your comments.

		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
<b>Physical Product</b>						
1	I prefer hotel with standard design such as a room with bed(s), desk and chair(s) with no refrigerator.					
2	The hotel should have the size of 20 – 25 sq. m. of a guest room.					
3	The hotel should have proper color of hotel exterior and interior.					
4	The hotel should have comfort bed.					
5	I prefer the hotel designed in Thai style.					
<b>Staff</b>						
1	The staff of the hotel should be friendly towards guests					
2	The staff of the hotel should know Bangkok well and are helpful.					
3	The staff of the hotel should made my stay a better experience here.					
4	The staff of the hotel should be able communication in English with me.					

		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
5	The staff of the hotel should make my stay a memorable experience.					
Service						
1	The hotel should be efficient of guest services.					
2	The guest services of the hotel should be prompt upon requests.					
3	The reservations of the hotel should be easy.					
4	The check-in and check-out procedures of the hotel should be efficient.					
5	The check-in and check-out procedures of the hotel should be quick.					
Location						
1	The hotel should be located in quiet areas.					
2	The hotel should be close to main attractions.					
3	The hotel should be located for convenient transportation areas.					
4	The hotel should be located close to bars.					
5	The hotel should be located close to restaurants.					
6	The hotel should be in a good location such as near shopping area.					
7	The hotel should be near street food stalls.					

		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
8	The hotel should be near massage shop.					
Cleanliness						
1	The room of the hotel should be clean.					
2	The bathroom(s) of the hotel should be clean.					
3	The kitchen(s) of the hotel should be clean.					
4	The social areas of the hotel should be clean.					
Security						
1	The hotel should located in safe areas.					
2	The hotel should have 24 front desks.					
3	The hotel should have 24 CCTV.					
4	The hotel should have fire alarms.					
Facilities						
1	The hotel should have Wi-Fi connection.					
2	The hotel should have tour services.					
3	The hotel should have safety box.					
4	The hotel should have ATM machine(s).					
Tangible-Sensorial Experience						
1	The hotel should have clean air.					
2	The hotel should not have bad smell.					
3	The hotel room should be quiet.					
4	The temperature of the room should be comfortable					



		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
5	The air condition in the room should be adjustable.					
Behavioral Intention						
1	I prefer to stay in budget hotels in Bangkok.					
2	I will stay in low cost hotels in Bangkok in a future.					
3	I will recommend budget hotels in Bangkok to my friends.					
4	I will write a good reviews in social media.					

**Please recommend for other factors that might affect budget hotel purchase intention**

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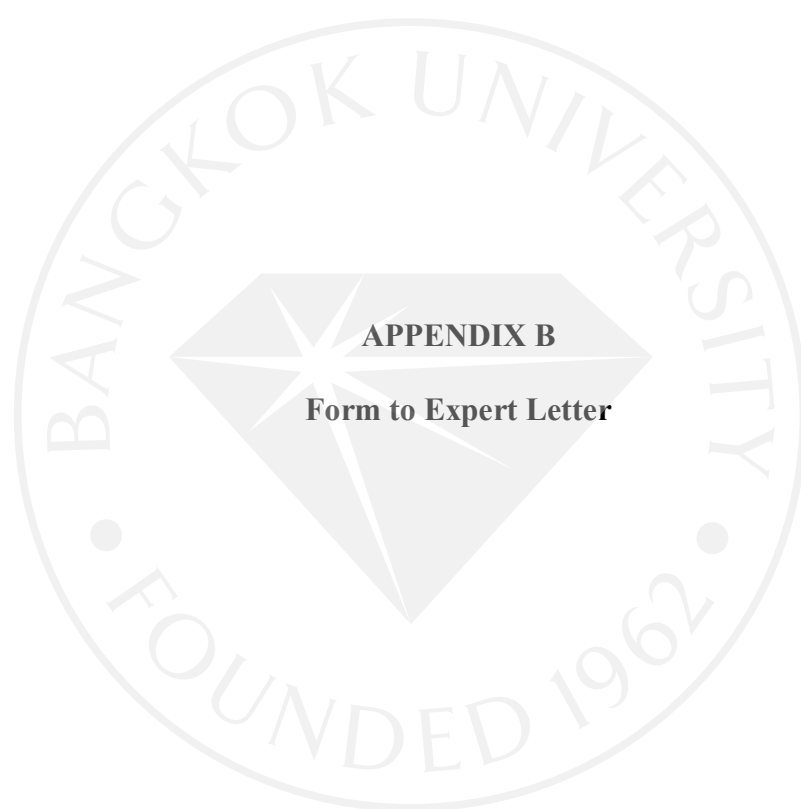
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10 November, 2016

Reference: Acceptance to be the advisor in reviewing questionnaire items for the research as a part of independent study for M.B.A student at Bangkok University

To Dr. Penjira Kanthawongs  
Advisor, Bangkok University

I, Yossawut Laowicharath, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent study titled, Factors Positively Affecting Purchase Intention of Budget Hotels' Customers in Bangkok. Due to your expertise in research, I would like to ask you to review the questionnaire items in term of wordings and content validities by using Index of Item Objective congruence: IOC with +1 as comprehensible, 0 as uncertain, or -1 as incomprehensible by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature.....

(Dr. Penjira Kanthawongs)

Advisor

Signature.....

(Yossawut Laowicharath)

Researcher

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10 November 2016

Reference: Acceptance to be the advisor in reviewing questionnaire items for the research as a part of independent study for M.B.A student at Bangkok University

To Khun Nuttakrit Chaicherdchuwang  
 Title General Manager  
 Hotel The Period Pratunam

I, Yossawut Laowicharath, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting a research as a part of Independent study titled, Factors Positively Affecting Purchase Intention of Budget Hotels' Customers in Bangkok. Due to your expertise in research, I would like to ask you to review the questionnaire items in term of wordings and content validities by using Index of Item Objective congruence: IOC with +1 as comprehensible, 0 as uncertain, or -1 as incomprehensible by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature.....Nuttakrit Chaicherdchuwang..... Signature.....Yossawut Laowicharath.....  
 (Nuttakrit Chaicherdchuwang) (Yossawut Laowicharath)  
 Expert Researcher

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เรื่อง ใ้ขอความอนุเคราะห์ให้ผู้เชี่ยวชาญพิจารณาคำถามเพื่อใช้ในแบบสอบถามสำหรับงานวิจัย (Independent Study)  
 นักศึกษาปริญญาโท สาขาวิชาเอก การบริหารและจัดการ มหาวิทยาลัยกรุงเทพ

เรียน คุณ อภิชา สุขสโมสร

Resident Manager

โรงแรม เซ็นเตอร์พอยต์ ประตูน้ำ

กระผม นาย ศศุฒิ เหล่าวิชารัตน์ นักศึกษาปริญญาโท สาขาวิชาเอก บริหารธุรกิจ มหาวิทยาลัยกรุงเทพ กำลัง  
 ดำเนินการศึกษาค้นคว้าวิจัยเรื่อง ปัจจัยที่มีอิทธิพลเชิงบวกต่อความตั้งใจซื้อบริการโรงแรมราคาประหยัดของนักท่องเที่ยวใน  
 กรุงเทพมหานคร เนื่องจากกระผมพบว่าท่านเป็นผู้เชี่ยวชาญในธุรกิจโรงแรมที่ดี ดังนั้น ประสพการณ์ ความคิดเห็นของ  
 ท่านจะช่วยให้แบบสอบถามงานวิจัยมีค่าเขียนที่ถูกต้อง เข้าใจง่ายโดยผู้บริโภครองธุรกิจนี้เป็นอย่างดี ดังนั้น กระผม ใ้  
 ขอให้ท่าน พิจารณาประเมินว่า เป็นคะแนน ค่าดัชนีความสอดคล้อง (Index of Item Objective Congruence : IOC) ดังนี้  
 "+1" หมายถึง ข้อคำถามนั้น มีค่าเขียนที่ถูกต้อง เข้าใจง่ายโดยผู้บริโภครองธุรกิจนี้เป็นอย่างดี "0" หมายถึง ไม่แน่ใจหรือ  
 ตัดสินใจไม่ได้ "-1" หมายถึง ข้อคำถามนั้น มีค่าเขียนที่ไม่ถูกต้อง หรือไม่น่าจะถูกต้อง หรือไม่สามารถเข้าใจได้ง่ายโดย  
 ผู้บริโภครองธุรกิจนี้

จึงเรียนมาเพื่อขอความอนุเคราะห์

ลงชื่อ

(คุณ อภิชา สุขสโมสร)

ผู้เชี่ยวชาญ

ด้วยความเคารพอย่างสูง

ลงชื่อ

(นาย ศศุฒิ เหล่าวิชารัตน์)

นักศึกษา

<u>Factors</u>	<u>Eng. V.</u>	<u>Thai v. or Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
Physical Product (PP) (Subramanian, Gunasekaran & Gao, 2016)	PP1: Standard hotel design	PP1: I prefer hotel with standard design such as a room with bed(s), desk and chair(s) with no refrigerator.			
	PP2: Proper size of guest bedroom	PP2: The hotel should have the size of 20 – 25 sq. m. of a guest room.			
	PP3: Proper color of hotel exterior and interior	PP3: The hotel should have proper color of hotel exterior and interior.			
	PP4: Comfort of the bed	PP4: The hotel should have comfort bed.			
		PP5: I prefer the			

<u>Factors</u>	<u>Eng. V.</u>	<u>Thai v. or Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
		hotel designed in Thai style.			
Staff (SF) (Subramanian et al., 2016)	SF1: The staff is friendly towards the guest	SF1: The staff of the hotel should be friendly towards guests			
	SF2: The staff knows Lisbon well and are helpful	SF2: The staff of the hotel should know Bangkok well and are helpful.			
	SF3: The Staff made my stay a better experience here	SF3: The staff of the hotel should make my stay a better experience here.			
	SF4: Staff communication	SF4: The staff of the hotel should be able communication in			

<u>Factors</u>	<u>Eng. V.</u>	<u>Thai v. or Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
		English with me.			
		SF5: The staff of the hotel should make my stay a memorable experience.			
Service (SV) (Subramanian et al., 2016)	SV1: Efficient of guest service	SV1: The hotel should be efficient of guest services.			
	SV2: Speed of guest service	SV2: The guest services of the hotel should be prompt upon requests.			
	SV3: Easily making reservation	SV3: The reservations of the hotel should be easy.			



<u>Factors</u>	<u>Eng. V.</u>	<u>Thai v. or Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
	SV4: The check-in and check-out procedure of the hotel	SV4: The check-in and check-out procedures of the hotel should be efficient.			
		SV5: The check-in and check-out procedures of the hotel should be quick.			
Location (LC) (Wang & Hung, 2015)	LC1: Locate in quite area	LC1: The hotel should be located in quiet areas.			
	LC2: Close to Main tourist attractions	LC2: The hotel should be close to main attractions.			
	LC3: Convenient transportation	LC3: The hotel should be located for convenient transportation			

<u>Factors</u>	<u>Eng. V.</u>	<u>Thai v. or Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
		areas such as near BTS, MRT, or other mass transportation.			
	LC4: This hotel is close to attractions, bars and restaurants	LC4: The hotel should be located close to bars.			
		LC5: The hotel should be located close to restaurants.			
		LC6: The hotel should be in a good location such as near shopping area.			
		LC7: The hotel should be near			

<u>Factors</u>	<u>Eng. V.</u>	<u>Thai v. or Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
		street food stalls.			
		LC8: The hotel should be near massage shop.			
Cleanliness (CN) (Brochado, Rita & Gameiro, 2015)	CN1: The rooms/dorms are clean	CN1: The room of the hotel should be clean.			
	CN2: The bathrooms are clean	CN2: The bathroom(s) of the hotel should be clean.			
	CN3: The kitchen is clean	CN3: The kitchen(s) of the hotel should be clean.			
	CN4: The social area/ communal is clean	CN4: The social areas of the hotel should be clean.			

<u>Factors</u>	<u>Eng. V.</u>	<u>Thai v. or Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
Security (SC) (Brochado et al., 2015)	SC1: The hostel is located in a safe neighborhood	SC1: The hotel should located in safe areas.			
	SC2: There is a 24- hour front desk	SC2: The hotel should have 24 front desks.			
	SC3: CCTV*	SC3: The hotel should have 24 CCTV.			
	SC4: Fire alarm	SC4: The hotel should have fire alarms.			
Facilities (FC) (Brochado et al., 2015)	FC1: Wi-Fi Services	FC1: The hotel should have Wi-Fi connections.			
	FC2: Tour Service	FC2: The hotel should have tour services.			
	FC3: Safety box	FC3: The hotel should have safety			

<u>Factors</u>	<u>Eng. V.</u>	<u>Thai v. or Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
		box.			
	FC4: ATM machine	FC4: The hotel should have ATM machine(s).			
Tangible- Sensorial experience (TG) (Ren, Qiu, Wang & Lin, 2016)	TG1: Cleanliness	TG1: The hotel should have clean air.			
	TG2: Smell	TG2: The hotel should not have bad smell.			
	TG3: Quietness	TG3: The hotel room should be quiet.			
	TG4: Temperature	TG4: The temperature of the room should be comfortable.			

<u>Factors</u>	<u>Eng. V.</u>	<u>Thai v. or Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
		TG5: The air condition in the room should be adjustable.			
Behavioral Intention (BI) (Porral & Levy-Mangin, 2015)	BI1: Prefer same hotel	BI1: I prefer to stay in budget hotels in Bangkok.			
	BI2: Prefer to try new hotel	BI2: I will stay in budget hotels in Bangkok in a future.			
	BI3: Recommend to my friend	BI3: I will recommend budget hotels in Bangkok to my friends.			

<u>Factors</u>	<u>Eng. V.</u>	<u>Thai v. or Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
	BI4: Review to the cyber world	BI4: I will write a good reviews in social media.			

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doi: <http://dx.doi.org/10.1016/j.ijhm.2015.05.002>





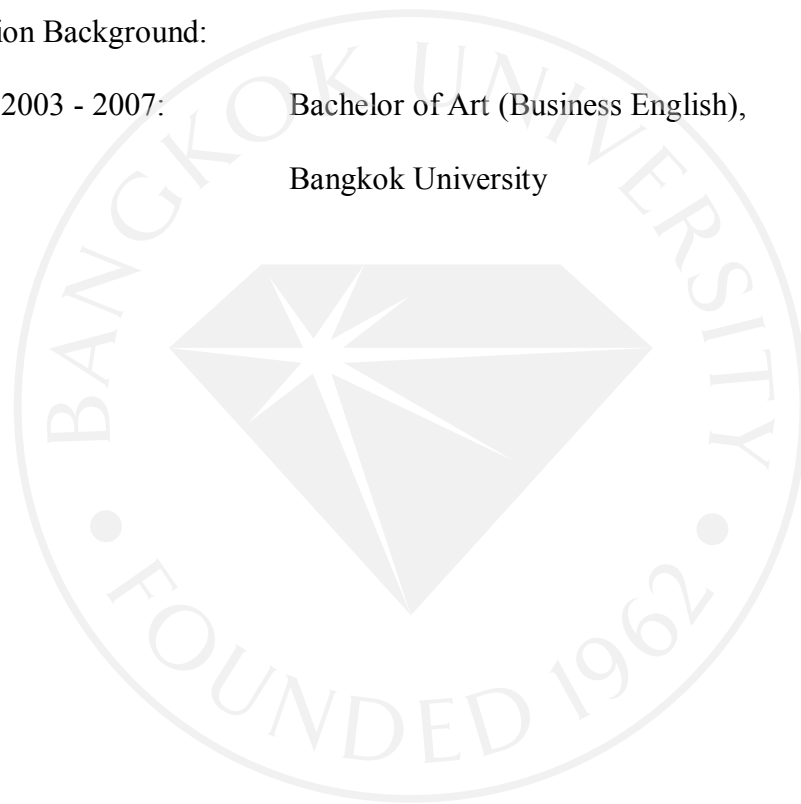
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2003 - 2007: Bachelor of Art (Business English),  
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Day 30 Month November Year 2017

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Program M.B.A. Department - School Graduate School

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