

FACTORS POSITIVELY AFFECTING CUSTOMER SERVICE QUALITY OF

THE BOUTIQUE HOTELS IN BANGKOK



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ABSTRACT

The researcher studied the positive influence of top five attributes, environment & facilities services, convenience services, services quality, hotel design & facilities, hotel branding & management, hotel personnel, hotel environment & atmosphere toward customer service quality of the boutique hotels in Bangkok. The 250 usable survey questionnaires were received from the tourists who were traveling in Bangkok and staying the Mix Bangkok boutique hotel chains, whose branches located near BTS PhraKhong, OnNut, PhromPhong, Silom, and Victory Monument stations during June, 2016. The data was analyzed using Multiple Regression Analysis found that only hotel environment & atmosphere ($\beta = 0.249$) positively affects customer service quality of the boutique hotels at .01 level of significant, explaining 10.2% of the influence towards customer service quality. However, top five attributes, environment & facilities services, convenience services, services quality, hotel design & facilities, hotel branding & management, and hotel personnel were not found to be significant influence towards customer service quality of the boutique hotels in Bangkok.

Keywords: Boutique Hotels, Consumer Service Quality, Environment & Facilities Services, Convenience Services

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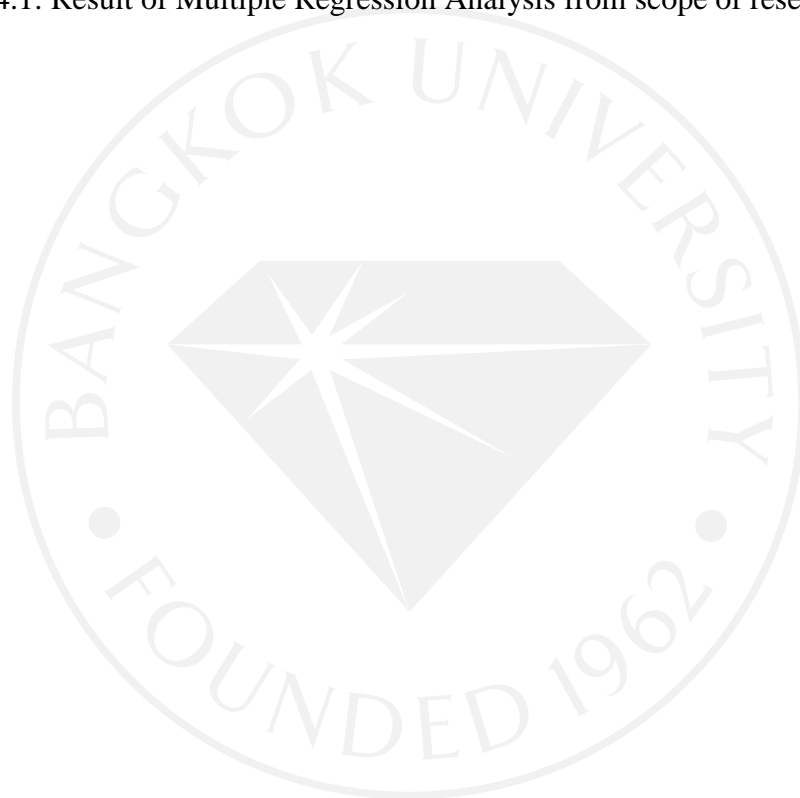
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CHAPTER 1

INTRODUCTION

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

1.1 Background

Thailand, is one of the world's top tourist destination countries and Southeast-Asia's second-largest economy. Tourism isn't only an important economic sector in the Kingdom of Thailand, but also main driving forces to Thai GDP growth recent years. When including the indirect effects of tourism, it is said to account for 20.2 percent of Thailand's GDP this year (Kummong & Supratid, 2016).

Table 1.1: The Number of Thai Tourist Reception

Year	Arrivals	% Change
2015	29,881,091	+20.44%
2014	24,809,683	-6.54%
2013	26,546,725	+18.8%
2012	22,353,903	+15.98%
2011	19,230,470	+20.67%
2010	15,936,400	+12.63%

Source: Wikipedia. (2016). *Tourism in Thailand*. Retrieved from https://en.wikipedia.org/wiki/Tourism_in_Thailand

The Electricity Generating Authority of Thailand (EGAT) predicted that Thailand will receive more than 100 million tourists a year by 2032 .

With the booming Tourism Industry in Thailand, thanks to the increase in tour group activity from China, the hospitality industry also obtained large development opportunity and challenge. According to STR Global, which revealed its research at the Thailand Tourism Forum 2016, the industry closed out 2015 with an overall occupancy rate of 73.4 percent. This represented a growth of 13.6 percent over 2014's figure, and was the highest the country had seen since 1995. Thailand's tourism sector is largely fueled by travelers from China's mainland who view the Southeast Asian nation as a go-to vacation spot (Radojevic, Stanistic, Stanic, & Davidson, 2018).



Figure 1.1: Occupancy Rate of Thai Hotel Rooms in 2015

Source: 4 Hotelier. (2016). *Thailand's hospitality industry in 2015*.

Retrieved from <http://www.4hoteliers.com/news/story/15356>

Recent Tourism Authority of Thailand (TAT) reports certainly indicated that over a million foreigners visited the Kingdom during the Lunar New Year celebration alone from February 6 to 14, 2016. The projection is equivalent to a 19 percent increase in arrival numbers over last year's Chinese New Year, according to The Nation. Also encouraging is the revenue forecast of 29 billion baht (\$8 billion), representing a 32 percent rise over the same period last year.

Table 1.2: Statistic of Number of Foreign Tourist

		April 2016	March 2016	February 2016	January 2016
1	Foreign Tourists Number(thousands)	2,643.25	2,948.69	3,088.88	3,001.33
2	Hotel Occupancy Rate	62.86%	68.85%	73.05%	67.90%

Source: Department of Tourism. (2016). *Tourism Indicators*. Retrieved from <http://www2.bot.or.th/statistics/BOTWEBSTAT>.

In the whole hospitality industry, the development of different type hotels is also different. The boutique hotels have a fastest developing whatever the rooms number or the number of tourist reception. Boutique hotels have been in existence for many years. The majority of the literature suggests that boutique hotels were invented in the early 1980s when Anouska Hempel designed Blake's in Londo (Anhar, 2001; Callan & Fearon, 1997; McDonnell, 2013). Others suggest that Ian Schrager and Steve Rubell were responsible when they opened Morgans Hotel in New York in 1984 (Gong & Yi, 2018). While it has been predicted that the boutique hotel sector will not prosper (Swig, 2002) the growth of this sector is, however, apparent (Aggett,

2007). It is difficult to state the exact size of the boutique hotel market because there is no official industrial definition.

A boutique hotel has the kind of accommodation favored by high-end visitors nowadays. With architectural beauty, luxury and a unique decor, aspects which distinguish these hotels from others of their kind, the boutique hotel has become a tourism magnet, drawing a greater number of visitors to Thailand each year (Wongsuchat & Ngamyan, 2014). At present, Thailand boasts many boutique hotels which are recognized by visitors for their beauty. The Tourism Authority of Thailand (TAT) has produced the publication Thailand 100 Best Boutique Hotels, which presents a list of charming boutique premises located in the major tourist destinations in Thailand, and is a helpful source for visitors who wish to make their own choice (Zeithaml, 2018).

Bangkok, the capital of Thailand, is one of the world's top tourist destination cities and the largest transportation junction in Thailand. The hospitality industry is also so developed with the booming Tourism Industry in Bangkok. It provides a lot of smaller boutique hotels for travelers seeking uniquely designed lodgings and personalized service. There are large numbers of inexpensive hotels scattered throughout the city such as Yaowarat Road, most notably in the backpackers' paradise of Khaosan Road. Motels are uncommon in Bangkok. Bed and breakfasts (B&Bs) adapted to the Asian lifestyle are a fast-growing segment. A variety of these small houses can be found in Phloen Chit, Watthana, and Khlong Toei.

Table 1.3: Statistic of Number of Boutique Hotels in Bangkok

Summary of Results	Bangkok		
	2015	2014	%Change
Total Number of Boutique Hotels	507	391	33%
Total Number of Available Rooms	45,671	37,201	22.7%
Total Number of Occupied Rooms	32,426	23,437	38.3%
Occupancy	71%	63%	12%

Source: Tourism Authority of Thailand. (2016). *2015 THAILAND Hotel Industry*

Survey of Operations. Retrieved from

<http://thaihotels.org/wpcontent/uploads/2015/06/>

Bangkok still continuously need more rooms to accommodate its travelers and will be welcoming new boutique hotels for an estimated total of 5,500 new rooms to be made available this year (Rhodes, 2017) .

Optimism for the coming years is High in Thailand as the number of visitors to the Thai Kingdom keeps increasing! The Hospitality Industry also offers great career opportunities to international Hoteliers. But the Hotelier must also face to the challenge, for designing, manage or upgrade a boutique hotel. Which factors positive affect customer service quality of the boutique hotel in Boutique. This question must be known as the first of all.

1.2 SWOT Analysis

Table 1.4: Tenface Bangkok, The Davis, Unico Grande Sukhumvit SWOT Analysis

	Tenface Bangkok	The Davis	Unico Grande Sukhumvit
Strength	<p>1.The existence of a well-organized and effective strategic planning system.</p> <p>2.The existence of the enterprise culture.</p>	<p>1.Location,privilege geographical position.</p> <p>2.Increasing the tourists' loyalty to the company's products and services.</p> <p>3.To develop the cooperation with the Chinese tour agencies.</p>	<p>1.Improvement of the services offered to customer</p> <p>2.The existence of a high occupancy rate of the hotel will increase the efficiency of the touristic activity.</p> <p>3.High reviews and price advantage in the hotel reservation website.</p>
Weakness	<p>1.High costs</p> <p>2.The facilities is a little old.</p>	<p>1.Conducting a invalid marketing strategy</p>	<p>1.Inadequate cost management strategies.</p>

(Continued)

Table 1.4 (Continued) : Tenface Bangkok, The Davis, Unico Grande Sukhumvit

SWOT Analysis

Opportunity	1.The fast developing of Thai tourism 2.The more and more tourist are interested in the boutique with Thai culture.	1.The number of Chinese tourist is increasing by the high speed and over half of them come Thailand through the tour agency.	1.The more foreign tourists reserved the hotel from the hotel booking website.
Threat	1.Some Thai boutique is changing to focus on the Thai culture on hotel services. 2.The new competitor is entering the boutique hotel market in Bangkok.	1.The Tour agencies want to develop more cooperation with other hotel and make the room price down.	1.more and more hotels register the hotel booking website and fight by price each other. 2.the mounting pressure from competition

Source: Hospitality Industry Newspaper. (2014). *Industry Analysis*. Retrieved from <https://www.linkedin.com/pulse/hospitality-industry-thailand>

The combination of service quality characteristics, individual design, location and facilities could help describe a boutique hotel. Mun Lim &Endean(2009) stated that the defining characteristics of a boutique hotel include size, personal service, individuality, design and style. Rowe(2017)applied characteristics including

design, location, history culture and size while Nobles and Thompson (2016) specified size, design and service.

1.3 Statement of Problem

Based on recent studies of the boutique hotels industry, Top five attributes, Environment & facilities services, Convenience services, Services quality, Hotel design & facilities, Hotel brand & management, Hotel personnel, Hotel environment & atmosphere are proved to be critical factors to positively affect Customer service quality. However, there are not many previous studies on boutique hotels industry in Bangkok examining the effect of Top five attributes, Environment & facilities services, Convenience services, Services quality, Hotel design & facilities, Hotel brand & management, Hotel personnel, Hotel environment & atmosphere toward Customer service quality. Thus, important implications of these factors can be drawn from this current research. This fact makes it valuable to find the factors influencing customer service quality in boutique hotels industry, based on the Bangkok area while the boutique hotel industry is facing the strong competition in global market.

1.4 Objective of Research

The objective of this research was to study the positive influence of Top five attributes, Environment & facilities services, Convenience services, Services quality, Hotel design & facilities, Hotel brand & management, Hotel personnel, Hotel environment & atmosphere toward Customer service quality of the boutique hotels in Bangkok. Moreover, it also aims to study the development of the boutique hotel

concepts, the characteristics of these terms with respect to boutique hotels in Bangkok, and how perceptions differ among hotel guests.

1.5 Scope of Research

1.5.1 Study on the following independent factors that positively affect customer service quality.

1.5.1.1 Top five attributes

1.5.1.2 Environment & facilities services

1.5.1.3 Convenience services

1.5.1.4 Services quality

1.5.1.5 Hotel design & facilities

1.5.1.6 Hotel branding & management

1.5.1.7 Hotel personnel

1.5.1.8 Hotel environment & atmosphere

1.5.2 The data collected by using survey questionnaires from the tourists who are traveling in Bangkok and staying the Mix Bangkok boutique hotel chains, whose branches locate areas near BTS PhraKhong, OnNut, PhromPhong, Silom, and Victory Monument stations during June, 2016, with the sample size of 250.

1.6 Research Question

1.6.1 Do Top five attributes, Environment & facilities services, Convenience services, Services quality, Hotel design & facilities, Hotel brand & management, Hotel personnel, Hotel environment & atmosphere have relationships with Customer service quality?

1.6.2 Do Top five attributes, Environment & facilities services, Convenience services, Services quality, Hotel design & facilities, Hotel brand & management, Hotel personnel, Hotel environment & atmosphere positively affect Customer service quality?

1.7 Significance of Research

1.7.1 The results of this research can be used on the services and facilities design of new boutique hotel.

1.7.2 To provide the information on factors positively affecting customer service quality to the boutique hotel owner, so that the owner takes more attention to the factors that positively affecting customer service quality and improve the whole service quality of the boutique hotels in Bangkok.

1.7.3 This research will expand the information on how Top five attributes, Environment & facilities services, Convenience services, Services quality, Hotel design & facilities, Hotel branding & management, Hotel personnel, Hotel environment & atmosphere affecting Customer service quality. This will benefit researchers in the future.

1.8 Limitations of Research

First, the data collection had been done in only one brand boutique hotel chains located different areas in Bangkok, which was the Mix Bangkok boutique hotel. Moreover, the date of data collection is just during June, 2016. So, the results may not be able to generalized to all boutique hotels in the past or the future or in other areas. At the same time, this research was the preliminary stage. Therefore, only independent and dependent variables were considered, mediate variables may not be taken into the account.

1.9 Definition of terms

1.9.1 Boutique is a term to describe intimate, usually luxurious or quirky hotel environments. Boutique hotels differentiate themselves from larger chain and branding hotels by providing personalized accommodation, services, and facilities. Typically, boutique hotels are furnished in a stylish, sometimes themed manner. With 3-100 rooms, most of them are smaller than mainstream hotels, but they are usually equipped with telephone and wireless internet, air conditioning, minibars, cable, and pay TV. Guests are attended to by 24-h hotel staff. Many boutique hotels have on-site dining facilities, and the majority offer bars and lounges which may also be open to the general public. Boutique hotels are becoming more popular in the hospitality industry (Erkutlu & Chafra, 2006).

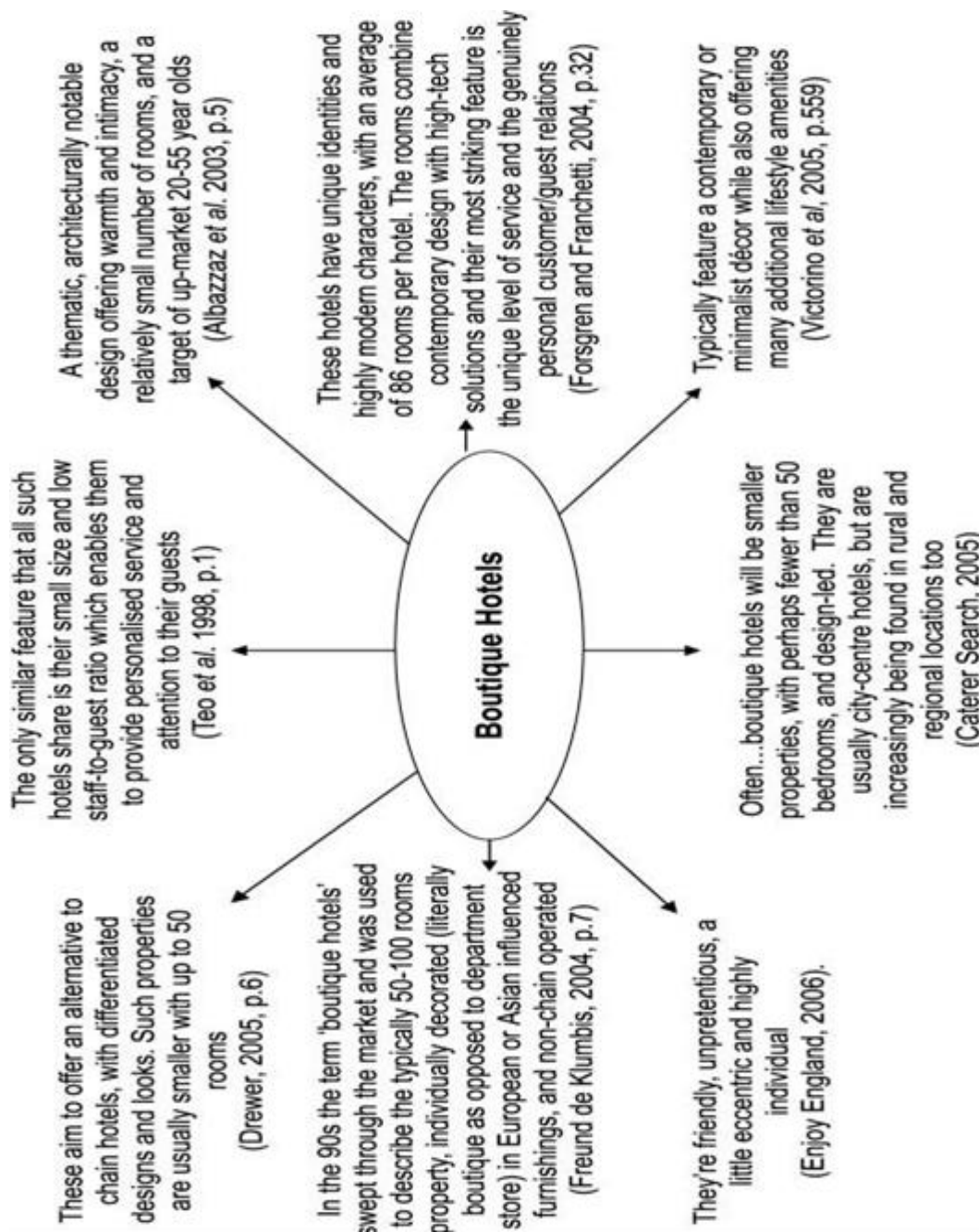


Figure 1.2: The Feature and Characteristic of Boutique Hotel

Source: Aggett (2007). "What has influenced growth in the UK's boutique hotel sector?", *International Journal of Contemporary Hospitality Management*, 19(2), 169-177.

1.9.2 The Tourism Authority of Thailand (TAT) was established on the 18th March 1960. TAT was the first organization in Thailand to be specifically responsible for the promotion of tourism. TAT supplies information and data on tourist areas to the public, publicizes Thailand with the intention of encouraging both Thai and international tourists to travel in and around Thailand, conducts studies to set development plans for tourist destinations, and co-operates with and supports the production and development of personnel in the field of tourism.

1.9.3 EGAT is Thailand's leading state-owned power utility under the Ministry of Energy, responsible for electric power generation and transmission for the whole country as well as bulk electric energy sales.

1.9.4 Top five attributes refer to service quality encompasses the features and characteristics of a hotel that bears on its ability to satisfy the demand of customer, such as location, excellent quality, uniqueness and so on.

1.9.5 Environment & facilities services refers to other assorted facilities with the hotel room as well as the whole hotel environment, such as leisure bar, fitness, indoor pool, sanitation, no smoking zone.

1.9.6 Convenience services refers to the customers' perception on time and effort they must spend to make the decision whether to use a service, and to make choices between competing services.

1.9.7 Services quality can be defined as a level of service delivery based on customer perception.

1.9.8 Hotel design & facilities feature is also considered importantly in the experience of the hotel stay as it is also viewed as an important aspect in gaining an advantage over competitors.

1.9.9 Hotel brand & management is the approach to communicating between business and customers, the company identifies a brand image and makes a brand promise that are both based on organizational goals and values.

1.9.10 Hotel personnel refer to the all kinds of the hotel staffs, such as the uniform of staffs, the polite of staffs, the attitude of staff service and so on.

1.9.11 Hotel environment & atmosphere refers to the customers' perception and emotion toward cultural soft power as well as physical environment on hotel. The dimensions of atmospheric elements such as style, layout, colors, lighting and furnishings.

1.9.12 Customer service quality are important factors and evaluation criterion in a guest's decision to stay in a boutique hotel.

CHAPTER 2

LITERATURE REVIEW

This chapter will present related literature, related theories, theoretical framework, and previous studies of factors positively affecting customer service quality of the boutique hotels in Bangkok respectively as follow:

- 2.1 Top five attributes
- 2.2 Environment & facilities services
- 2.3 Convenience services
- 2.4 Services quality
- 2.5 Hotel design & facilities
- 2.6 Hotel brand & management
- 2.7 Hotel personnel
- 2.8 Hotel environment & atmosphere
- 2.9 Customer service quality
- 2.10 Related document and previous research
- 2.11 Hypothesis
- 2.12 Variable used in research
- 2.13 Theoretical Framework

2.1 Top five attributes

Boutique hotels have traditionally been associated with smaller properties (Milburn & Hall, 2005), but increasingly the larger chain hotels are trying to compete in this market and are offering something different and unique (Mun Lim & Endean, 2009) although smaller hotels are still more popular within the sector (Milburn, Stotts, & Hall, 2006).

The location of a boutique hotel is often an important consideration for guests (Milburn et al., 2006). A central location is often popular with business travelers as they spend less time traveling to their place of work (Teo, Chia, & Khoo, 1998). However, it is often the hotel itself that is the attraction of guests who may travel many miles to stay at a particular hotel (Van Hartesvelt, 2006).

There are no common locations where boutique hotels are more likely to be located, but they have often been found to be in suburban areas (Callan & Fearon, 1997), town or city center locations. It has also been noted that they can be found in small town or rural locations (Search, 2005).

A personalized service is achieved by a high staff-to-guest ratio helping to create a relaxed and homely environment (Freund de Klumbis, 2002) which was another important feature found in Aggett's (2007) study. Jortberg (2001) suggest that guests want something more, something exciting that others may not have experienced. The experience of staying at a boutique hotel is an integral part of the stay (Mcintosh & Siggs, 2005), as compared to a bed and breakfast or a chain hotel. Consumers today are able to access information, especially via the internet, and

therefore know what to expect and have higher expectations (Freund de Klumbis, 2002).

2.2 Environment & facilities services

According to Ninemeier & Perdue (2006), the basic characteristics of hotel including well service, good security, cleanness and effectiveness. The key success factor in the hotel management including quality of service, pricing, and fees, variety and quality of food, environment, facilities and location of the hotel (Brotherton & Shaw, 1996).

Facilities such as room service, concierge and business facilities, restaurants, coffee shops, lounges, bars and fitness centres are available in the majority of boutique hotels (Teo et al., 1998). Technology is often viewed as an integral part of a boutique hotel and therefore internet access and business services are often offered (Milburn & Hall, 2005). Also suggested that guests prefer a good gym rather than a large bedroom or the decor in reception. Many boutique hotels have few public areas, leisure facilities or restaurant facilities (Van Hartesvelt, 2006) states that the size of meeting rooms should be limited as large numbers of conference delegates in reception can be overwhelming for regular guests.

It was suggested that physical environment's support could make a positive impact on guests' perceptions and behavior. Some noticeable elements of the expected physical environment such as aesthetics, design and décor of the hotel, comfortable location, accessibility, architecture, proper light as well as convenient

furniture could increase customers' satisfaction or decrease if something does not match guests' preferences. (Bitner, 1992)

2.3 Convenience services

Convenience services refers to the customers' perception on time and effort they must spend to make the decision whether to use a service, and to make choices between competing services (Berry, Seiders, & Grewal, 2002).

The impact of service convenience on perceived service quality has been addressed by Berry et al (2002), who argued that in inseparable services, the customer perception of service convenience is an important determinant of the perception of service quality. Pruyn & Smidts (1998) found that waiting time has a significant negative impact on the perception of service quality. Han, Hsu, & Sheu (2010) also stressed that when customers experience convenient services in the past, they would have confidence in companies' service quality.

Service convenience is not an inherent characteristic of a service being offered by the hotel but a proxy of resources being used by customers. Thus, service convenience must be understood within the context of the activities that consumers undergo in the process of using a service (Farquhar & Rowley, 2009).

2.4 Services quality

Service quality can be defined as a level of service delivery based on customer perception (Wilson, Zeithaml, Bitner, & Gremler, 2012). Research in the service quality area started to grow in 1970s (Akbaba, 2006). The major reason for

this was the increasing role of the service sector in the overall economy. In the first decade of the 21st century services accounted for about 80 percent of the US gross domestic product (GDP) (Agency, 2007). However, in comparison with the quality of goods, service quality is difficult to measure objectively (Akbaba, 2006). Part of this difficulty is due to the characteristics and nature of services: intangibility, heterogeneity, simultaneous production and consumption, and perishability (Reid & Bojanic, 2009). These features explain variability in service delivery that leads to the difficulty in maintaining high service quality and the hospitality industry faces these same challenges (Reid & Bojanic, 2009).

The services quality are important factors in a guest's decision to stay in a boutique hotel (Aggett, 2007). Many boutique hotels, being located in city centres, may contribute to the necessity to maximize bed space. Therefore, many boutique hotels do not provide a restaurant facility, although a good standard of room service is available (Mun Lim & Endean, 2009). However, others suggest that a restaurant is often viewed as the most important feature (Van Hartesvelt, 2006) and hotels that do have restaurants have reputations for providing very good quality food and beverage services (Callan & Fearon, 1997). However, Freund de Klumbis (2002) disagrees, and proposes that a coffee shop is more important than a three Michelin star rated restaurant.

2.5 Hotel design & facilities

The design feature of the boutique hotel sector is also considered important in the experience of the hotel stay (De Klumbis, Sant, Esade, & Munsters, 2010) as it is also viewed as an important aspect in gaining an advantage over

competitors (Aggett, 2007) where deluxe furnishings are an integral feature. KPMG (1995) suggested three categories of design:

- (1) the traditional, which may be of a Victorian or Edwardian style;
- (2) the design-led, which consists of traditional architecture and modern furniture; and
- (3) the modern, which consists of both traditional and design-led elements.

Individual design and a particular style of a hotel are also important factors for consideration (Freund de Klumbis, 2002). Many boutique hotels introduce themes and each room is individually designed so that a guest can have a different experience each time they stay (Nobles & Thompson, 2001). Style, distinction, warmth and intimacy are often used when describing the design and architecture of boutique hotels, and this is a feature that helps to attract customers who are looking for something special that is also out of the ordinary (McDonnell, 2013).

However, it is not necessarily the architectural design that will encourage guests to return and make a lasting impression. It is about being able to anticipate guests' needs and knowing who your guests are (Van Hartesvelt, 2006).

2.6 Hotel branding & management

Brand has been a common term in marketing research and practice for half a century, being assigned somewhat varying meanings by different authors and in different contexts. Nevertheless, these definitions typically share the view that a brand exists in the minds of consumers, as a result of how people perceive and interpret the brand and the marketing activities surrounding it, thus going beyond the actual

product itself (Hung, 2008). Keller (1993) define brand image as “perceptions about a brand as reflected by the brand associations held in consumer memory”. Clearly, consumers form an image of the brand based on the associations that they have remembered with respect to that brand. So, the image of a given brand can differ among individuals, as people may hold somewhat different associations about the brand.

Keller (2003) reported that in an increasingly networked economy, understanding the consumers’ tendency of linking a brand to other entities such as another person, place, thing, or brand is crucial. In terms of linkage to a product, public relations’ brand differentiation has a multiplying effect on brand knowledge. Public relations could establish brand awareness through recall and recognitions, and further enhance the brand associations of brand image, draw brand emotions, and create brand attitude and experience. Moreover, customer loyalty is often viewed as the result of brand knowledge (Keller, 1993) Therefore, public relations can affect consumer loyalty indirectly through brand image.

2.7 Hotel personnel

Hotel personnel refers to the all kinds of the hotel staffs, such as the uniform of staffs, the polite of staffs, the attitude of staff service and so on. There are generally smaller numbers of staff in boutique hotels, mainly due to the smaller size of these hotels. It is generally believed to be easier for staff to offer a personal service as there are fewer guests and it is therefore easier to remember guests’ names. Staff who are flexible, warm and friendly are able to provide a more personalized service to guests (Callan & Fearon, 1997). Boutique hotels generally have a lower staff turnover,

which Callan and Fearon (1997) considered as being due to recruiting staff with charm and personality, who are also multi-skilled.

Staff positions in a hotel can vary greatly depending on the type of hotel (Reid & Bojanic, 2009). In general the staff can be placed into three different categories: administration, guest services and support staff. Administration positions range from managers to secretaries. Guest services are the staff that care for the guests directly e.g. maids, waiter, waitress and cooks. Finally, the support staff look after the hotel itself e.g. plumbers, gardeners, and electricians.

2.8 Hotel environment & atmosphere

Five dimensions of atmospheric elements are highlighted in the literature: Style, Layout, Colors, Lighting and Furnishings. Architectural styles classify architecture in terms of form, techniques, materials, time period, region, etc. (Countryman & Jang, 2006). An examination of some style best practices in the hotel industry reveals that the architectural style of a hotel has an impact on the profitability and success of the hotel. Layout accessibility refers to the way in which furnishings, service areas and passageways are arranged and spatially related. Color is divided into three psychological dimensions. Color surrounds us. It penetrates our bodies as light waves, value (the lightness or darkness of the color) and saturation (the intensity of the color). Color and light are inseparable. In the absence of light, color cannot exist. In all interior color decisions, the proposed color must be examined in the environment in which it is to be used so that the true effects of lighting can be determined during both daylight and artificial light. The function of architectural design as well as interior design plays an important role in customers' satisfaction

level and contributes to the attractiveness of the physical environment (Siguaw & Enz, 1999). One important factor seating arrangement in particular, not only affects where people sit, but also the character of interaction that can occur between them (Siguaw & Enz, 1999)..

Lee, Sun, Wu, & Xiao (2018) revealed there are also some organizational and environmental influences that play a role in customer service quality. First, Radojevic, Stanasic, Stanic, & Davidson(2018) found that the hotel's facilities are very important in achieving service quality. Without adequate facilities, the customer can easily be dissatisfied. Also, the existence of an organizational culture that promotes doing things right or achieving a certain level of competence can also help improve customer service quality. Finally, if the level of service for a particular property is similar to other competitors within the market segment they serve then satisfaction is likely to occur.

2.9 Customer service quality

To ensure successful business performance of the service industry, many researches on customer service quality have been conducted (Mosahab, Mahamad, & Ramayah, 2010). Issues such as the effect of customer service quality to an organization from management perspectives are equally important from customer's point of view (Reynoso & Moores, 1995).

Service quality is the degree of difference between the customers' expectations for service and their actual perceptions of performance (A Parasuraman, Zeithaml, & Berry, 2002). Expanding this definition, service quality is the overall evaluation of a specific service, comparing that performance with the customer's general expectations of what performance should be like (Anantharanthan Parasuraman, Zeithaml, & Berry, 1985).

Measuring and understanding customer service quality is important because it is seen as a prerequisite for success in a competitive business environment (Zeithaml, 2018). Moreover, service quality is an important component of the hotel product, and is shown in the literature review to be of a very high standard in boutique hotels. Both this study, and that of Wang, Tsai, & Tang (2018) identify the hotel environment & atmosphere received at these hotels as influential in the purchase decision.

2.10 Related document and previous research

Aggett (2007) study on the growth of boutique hotel in UK a survey of 820 respondents. The factors are location, quality, price, uniqueness, brand, services, and the personalized levels of service. The findings show that Location, quality, uniqueness, services provided and the personalized levels of service offered are identified as the top five attributes attracting respondents to these hotels. The growth of the boutique hotel sector in the UK may be attributable to consumers seeking alternatives to the standard provision of more traditional accommodation.

Heung (2000) study the factors that affect the satisfaction levels of Chinese travelers in relation to the hotel services in Hong Kong. The satisfaction levels of the mainland Chinese travelers on 34 hotel service attributes were studied using the non-confirmation paradigm. A total of 203 mainland Chinese travelers were interviewed. The results indicated that mainland Chinese travelers were satisfied with "Availability of personal care amenities", "Quietness of the room", "Availability of food and beverage variety" and dissatisfied with "Recreation facilities" "Availability of frequent travelers' program" and the "Baggage handling service". Eight dimensions of hotel services were identified. "Service quality and value" and "Augmented product quality" dimensions were found to be more important than others in influencing their overall satisfaction levels and the likelihood of returning to the same hotels. Implications of the findings for hotel operators in Hong Kong were discussed.

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 Top Five Attribute and Customer service quality .

2.11.2 There is positive relationship between Environment & facilities services and Customer service quality .

2.11.3 There is positive relationship between Convenience services and Customer service quality .

2.11.4 There is positive relationship between Services quality and Customer service quality.

2.11.5 There is positive relationship between Hotel design & facilities and Customer service quality.

2.11.6 There is positive relationship between Hotel brand & management and Customer service quality.

2.11.7 There is positive relationship between Hotel personnel and Customer service quality .

2.11.8 There is positive relationship between Hotel environment & atmosphere and Customer service quality .

2.11.9 Top five attributes, Environment & facilities services, Convenience services, Services quality, Hotel design & facilities, Hotel brand & management, Hotel personnel, Hotel environment & atmosphere have positively influence on Customer service quality of the boutique hotels in Bangkok.

2.12 Variable used in research.

2.12.1 Independent Variable categorized into

- 2.12.1.1 Top five attributes
- 2.12.1.2 Environment & facilities services
- 2.12.1.3 Convenience services
- 2.12.1.4 Services quality
- 2.12.1.5 Hotel design & facilities
- 2.12.1.6 Hotel brand & management
- 2.12.1.7 Hotel personnel
- 2.12.1.8 Hotel environment & atmosphere

2.12.2 Dependent Variable is Customer Service Quality

2.13 Theoretical Framework.

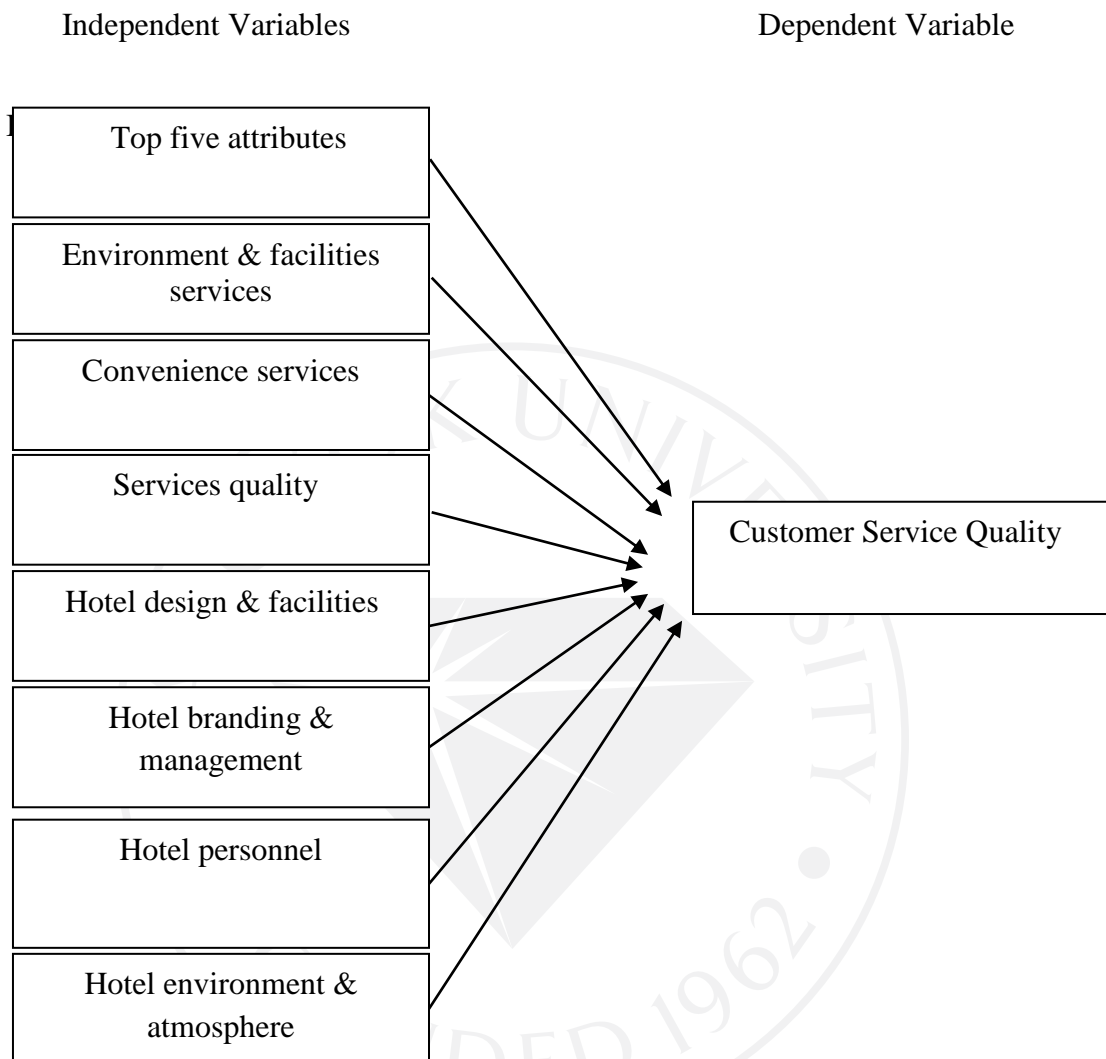


Figure 2.1: Theoretical framework for Customer Service Quality

CHAPTER 3

RESEARCH METHODOLOGY

To study factors positively affecting customer service quality of the boutique hotels in Bangkok. The researcher conducts research on the following order.

3.1 Research Design

3.2 Population and Sample Selection

3.3 Research Instrument

3.4 Research Instrument Pretest

3.5 Data Collection

3.6 Preparation and Data Analysis

3.7 Statistic Method

3.1 Research Design

This research objective is to explore the factors positively affecting customer service quality of the boutique hotels in Bangkok. The methodology of this research is 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 are the tourists who are traveling in Bangkok and stay at the boutique hotels in Bangkok recently. Bangkok is visited by the majority of international tourists to the country. Domestic tourism is also prominent. The Department of Tourism recorded 26,861,095 Thai and 15,361,808 foreign visitors to Bangkok in 2015. Lodgings saw about 18 million guests, who occupied 69.9 percent of the city's 86,687 hotel rooms.

3.2.2 Sample Size in Research

The sample size for this study was based on a J Cohen (1977) formula to determine the sample size from 40 questionnaires done by the tourists who are traveling in Bangkok and staying at the boutique hotels in Bangkok recently. According to the formula, J Cohen (1977), using in G*power and an approval from several researchers (Erdfelder, Faul, & Buchner, 1996). G*power version 3.1.9.2 is using to calculate 40 sets of Pilot Test with the Power ($1 - \beta$) of 0.85, Alpha (α) of 0.15, Number of Test Predictor of 8, Effect Size of 0.058716 (Calculated by Partial R^2 of 0.05546). The result shows that the minimum of the total sample size is 214 (Jacob Cohen, 1977). Thus, 250 sets of questionnaires have been collected.

3.2.3 Sample Selection in Research

The sample of this research is selected by using one of the non-probability sampling methods called Convenience Sampling. Participants are the tourists who are

traveling in Bangkok and staying the Mix Bangkok boutique hotel chains, whose branches locate areas near BTS PhraKhong, OnNut, PhromPhong, Silom, and Victory Monument stations. Moreover, the tourist must be willing to conduct for researcher by doing questionnaire.

3.3 Research Instrument

The researcher conducts research instrument in the following order

1.1 Research from books, documents, articles, and Journals that relate to the boutique hotel, hotel attributes, customer service quality, and hotel environment as well as design, together with guidance and assistance from an advisor.

1.2 Creating a questionnaire from theory in related researches, which are top five attributes, environment & facilities services, convenience services, services quality, Hotel design & facilities, Hotel branding and management, Hotel personnel, Hotel environment & atmosphere, and customer service quality, with the approval of an advisor.

1.3 After complete questionnaire form, passing content validity of the questionnaire by approval from the advisor, Dr. Penjira Kanthawongs, and 2 automotive experts, Mr. Yat Tung Lau, The Mix Bangkok boutique hotels owner, and Mr. Jeffery, Hale International company Director.

1.4 Using comment and guidance from the advisor and 2 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 means higher reliability and closely related of section. Criteria for evaluating a standard scale is Cronbach's

Alpha : $\alpha > 0.65$. The correlation coefficient of the total variables > 0.3 (Nunnally & Bernstein, 1994).

1.5 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 divided into 4 parts:

Part 1:6 Close-ended Response Question about participant demographic and general information consist of Gender, Age, Education, Frequency to Thailand, nationality, and vehicles to Bangkok.

Part 2:4 Close-ended Response Question about buying behavioral consist of How did you hear about this hotel ? What were the main reasons for your visit to this hotel ? How many times you have visited to this hotel ? and How many nights are you planning to stay at this hotel?

Part 3:46 Close-ended Response Question about "factors positively affecting customer service quality of the boutique hotels in Bangkok " consist of

top five attributes	5	Questions
environment & facilities services	8	Questions
convenience services	5	Questions
services quality	4	Questions

hotel design & facilities	7	Questions
hotel branding & management	4	Questions
hotel personnel	5	Questions
hotel environment & atmosphere	4	Questions
customer service quality	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.

$$\text{Class Interval} = \frac{\text{Highest Value} - \text{Lowest Value}}{\text{number of classes you want to have}}$$

$$= (5-1)/5 = 0.8$$

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

At 4.21-5.00 mean participants' acceptance level on top five attributes, environment & facilities services, convenience services, services quality, hotel design & facilities, hotel branding & management, hotel personnel, hotel environment & atmosphere, and customer service quality are at the highest level.

At 3.41-4.20 mean participants' acceptance level on top five attributes, environment & facilities services, convenience services, services quality, hotel design & facilities, hotel branding & management, hotel personnel, hotel environment & atmosphere, and customer service quality are at high level.

At 2.61-3.40 mean participants' acceptance level on top five attributes, environment & facilities services, convenience services, services quality, hotel design & facilities, hotel branding & management, hotel personnel, hotel environment & atmosphere, and customer service quality are at normal level.

At 1.81-2.60 mean participants' acceptance level on top five attributes, environment & facilities services, convenience services, services quality, hotel design & facilities, hotel branding & management, hotel personnel, hotel environment & atmosphere, and customer service quality are at low level.

At 1.00-1.80 mean participants' acceptance level on top five attributes, environment & facilities services, convenience services, services quality, hotel design & facilities, hotel branding & management, hotel personnel, hotel environment & atmosphere, and customer service quality are at the lowest level.

Part 4: An Open-Ended Response Question that allows participants to leave some advice or comment for researcher.

3.4 Research Instrument Pretest

After analyzing 40 pilot test, The Cronbach's Alpha Coefficient of top five attributes equal to 0.742, environment & facilities services equal to 0.764, convenience services equal to 0.834, services quality equal to 0.866, hotel design & facilities equal to 0.906, hotel branding and management equal to 0.916, hotel personnel equal to 0.924, hotel environment & atmosphere equal to 0.929, customer service quality equal 0.930.

The scale of research is often assessed through methods of Cronbach's Alpha reliability coefficient. The criteria for evaluating a standard scale is: $\alpha > 0.65$, the correlation coefficient of the total variable > 0.3 (Nunnally & Bernstein, 1994). For this research, the reliability of all factors is accepted.

Table 3.1 : Case Processing Summary

		N	%
Case	Valid	40	100.0
	Excluded	0	.0
	Total	40	100.0

a. list wise deletion based on all variables in the procedure.

3.5 Data Collection

There are 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 research ideas through research procedure. 250 questionnaires were collected at the branch stores of the Mix Bangkok boutique hotel chains, which locate in different areas in Bangkok during June, 2016.

3.5.1.2 Check and modify the collected questionnaire according to the advice from the advisor and experts before analyzing the data.

3.5.1.3 Keying raw data from completed questionnaires in suitable tools. Compute and analyze the data.

3.5.2 Secondary Data is collected from books, tables, articles, researched research, and internet that related to the boutique hotels, customer service quality, and hotel attributes to narrow the scope of research and using as a reference.

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 use questionnaire.
2. Coding classified questionnaires.

3. Saving coding questionnaires in Excel, and then input into SPSS by using Level of Significance of 0.01.

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 top five attributes, environment & facilities services, convenience services, services quality, Hotel design & facilities, Support Environmental Protection, Hotel personnel, hotel environment & atmosphere, and customer service quality analyze by using Mean and Standard Deviation (S.D)

4.2 Inferential Statistic Analysis

4.2.1 Each independent variable consist of top five attributes, environment & facilities services, convenience services, services quality, hotel design & facilities, hotel brand & management, hotel personnel, and hotel environment & atmosphere analyzed by using Pearson Product-Moment Correlation Coefficient.

4.2.2 All independent variables (top five attributes, environment & facilities services, convenience services, services quality, hotel design & facilities, hotel brand & management, hotel personnel, and hotel environment & atmosphere)

with dependent variable (customer service quality) analyzed 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 (Kanlaya Vanichbuncha, 2009)

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

α reliability value of total questionnaire

n number of question

$\sum S_i^2$ total variability of questionnaire

S_r^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} =

$\sum X$ 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

Σ Total amount

3.7.3 Inferential Statistics

3.7.3.1 Multiple Regression Analysis (MRA) is an analysis process to find relationship between Dependent Variable and Independent Variable (Kallaya Vanichbuncha, 2008)

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

\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 β_i at $\neq 0$ ($i=1, \dots, k$)

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 (2008) Multiple Variable Analysis

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 shows that 2 variables have same direction of relationship.

Negative r shows that 2 variables have opposite direction of relationship.

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

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

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

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

r value close to 0 mean that 2 variables have few relations

CHAPTER 4

FINDING

Since the purposes of this research is to explore factors positively affecting customer service quality of the boutique hotels in Bangkok. The data are collected by passing a survey questionnaire at the branch stores of the Mix Bangkok boutique hotel chains, which locate in different area in Bangkok during June, 2016. The questionnaire was sent to 250 people, who are traveling in Bangkok and staying the Mix Bangkok boutique hotel chains, whose branches locate areas near BTS PhraKhong, OnNut, PhromPhong, Silom, and Victory Monument stations with a hundred percent response rate.

The value of Cronbach's Alpha Coefficient of 9 factors are shown as follows. The Cronbach's Alpha Coefficient of top five attributes equal to 0.788, environment & facilities services equal to 0.714, convenience services equal to 0.705, services quality equal to 0.753, hotel design & facilities equal to 0.785, hotel branding and management equal to 0.744, hotel personnel equal to 0.817, hotel environment & atmosphere equal to 0.670, and customer service quality equal to 0.789. According to this, data can be analyzed and can be presented below.

4.1 Demographic data

Data will be present in frequencies and percentage of gender, ages, educational level, frequency to come to Thailand, nationality, vehicles to come to Thailand, channel to know this hotel, reasons to come to this hotel, times to have been to this hotel, and nights to plan to stay this hotel.

Table 4.1: Gender of respondents

Gender	Frequency	Percent
Male	116	46.4
Female	134	53.6
Total	250	100.0

There are 134 female among 250 respondents, which is 53.6% of the total.

The number of females is greater or nearly as equal as male respondents. The results show that, nowadays female are interested in traveling and choose to stay in boutique hotels even higher than male.

Table 4.2: Age of respondents

Age	Frequency	Percent
18-24	87	34.8
25-30	78	31.2
31-35	11	4.4
36-40	27	10.8
41-45	24	9.6
over 46	23	9.2
Total	250	100.0

Age of the respondents shows that 34.8% of the total is between 18-24 years old. The second is 25-30 years old with the ratio of 31.2%. This show that new generation people have a more interesting to travel and choose the budget and

comfortable boutique hotels more than middle age. Besides, the boutique hotel can save the traveling charge for the young people. So, they prefer to choose the boutique hotels.

Table 4.3: Education of respondents

Education	Frequency	Percent
High school	72	28.8
Bachelor degree	113	45.2
Master degree or high	43	17.2
others	22	8.8
Total	250	100.0

45.2% of respondents are Bachelor degree while 28.8% are High school and 26% are master degree and others.

Table 4.4: Frequency of respondents

Frequency	Frequency	Percent
First time	105	42.0
2 – 4 times	86	34.4
5-7 times	12	4.8
8-10 times	18	7.2
over 11 times	29	11.6
Total	250	100.0

Most of the respondents are first time with the number of 105 among 250, occupied 42.0%, but the other respondents who has come to Thailand over 2 times occupies 58.0%, it shows that the Thailand is so attractive tour Thailand.

Table 4.5: Nationality of respondents

Nationality	Frequency	Percent
Southeast Asia	108	43.2
East Asia	62	24.8
South Asia	21	8.4
Europe	41	16.4
North America	5	2.0
Others	13	5.2
Total	250	100.0

Nearly half of the respondents come from Southeast Asia, 108 respondents at 43.2%. Follow by East Asia of 62 respondents at 24.8%. Third is Europe of 41 respondents at 16.4%.

Table 4.6: Vehicle of respondents

Vehicle	Frequency	Percent
By car	6	2.4
low-cost airline	116	46.4
major airline	109	43.6
Others	19	7.6
Total	250	100.0

Most of the respondents take vehicle to come to Thailand by low-cost airline, 116 respondents at 46.4%. Follow by major airline, 109 respondents at 43.6%. It indicates the airline is the major vehicle to come to Thailand for the foreign travelers.

Table 4.7: Channel to know the boutique hotel of respondents

Channel	Frequency	Percent
already knew	5	2.0
The Internet	184	73.6
Friends and relatives	40	16.0
Media	13	5.2
Travel Agency	8	3.2
Total	250	100.0

Over half of the respondents know this hotel by internet, 184 respondents at 73.6%. Follow by Friends and relatives, 40 respondents at 16.0%. It tells us the internet is the main platform and method to get and spread the information on hotel.

Table 4.8: Reasons to choose this boutique hotel of respondents

Reasons	Frequency	Percent
Price	94	37.6
Location	127	50.8
Facilities	14	5.6
Comfortable	15	6.0
Total	250	100.0

Nearly half of the respondents choose this boutique hotel as the location, 127 respondents at 50.8%. Follow by price, 94 respondents at 37.6%. Third is comfortable, 15 respondents at 6%. Fourth is facilities, 14 respondents at 5.6%.

Table 4.9: Times to have been to this boutique hotel of respondents

Times	Frequency	Percent
First time	201	80.4
2 - 4 times	29	11.6
over 11 times	20	8.0
Total	250	100.0

Most of the respondents is first time to visit this boutique hotel, 201 respondents at 80.4%. Follow by 2-4 times, 29 respondents at 11.6%. And third is over 11 times, 20 respondents at 8.0%.

Table 4.10: Nights to plan to stay this hotel of respondents

Nights	Frequency	Percent
1 night	43	17.2
2 - 4 nights	151	60.4
5-7 nights	22	8.8
8-10 nights	5	2.0
Over 11 nights	29	11.6
Total	250	100.0

Over half of respondents plan to stay here 2-4 nights, 151 respondents at 60.4%. Follow by 1 night, 43 respondents at 17.2%.

4.2 Mean, Standard Deviation and Respondents perception

Table 4.11: Mean, Standard Deviation and Respondents perception of Top Five Attribute

Top five attributes of the boutique hotel	MEAN	S.D.	Perception Level
The boutique hotel should have good location	4.00	1.11	High
The boutique hotel should have excellent quality	3.73	1.01	High
The boutique hotel should be unique	3.60	0.95	High
The boutique hotel should have personalized service	3.76	0.72	High
The boutique hotel should have homely feeling	4.00	0.89	High
Total	3.81	0.69	High

Table 4.11 shown that Top five attributes has a total Mean in high level (Mean = 3.81) and Standard Deviation of 0.69. This research found that both "The boutique hotel should have good location" and "The boutique hotel should have homely feeling" has the high Mean (Mean = 4.00). Follow by "The boutique hotel should have homely feeling" (Mean = 3.76), "The boutique hotel should have excellent quality" (Mean = 3.73), and "The boutique hotel should be unique" (mean = 3.60).

Table 4.11 also shown that "The boutique hotel should have good location" has the most deviation of information among 5 elements (S.D. = 1.11). While the least deviation of information among 5 elements is "The boutique hotel should have personalized service" (S.D. = 0.72).

Table 4.12: Mean, Standard Deviation and Respondents perception of Environment & Facilities services.

Environment & Facilities services valued	MEAN	S.D.	Perception Level
The boutique hotel should provide leisure bar in ground floor.	3.53	0.89	High
The boutique hotel should have the fitness facilities	3.49	0.90	High
The boutique hotel should have the indoor pool.	3.44	0.82	High
The boutique hotel should have privacy facilities services	3.70	0.73	High
The boutique hotel should be clean and maintain it all the time.	4.32	0.83	Highest
The boutique hotel should have parking services.	3.80	1.03	High
The boutique hotel should be no smoking zone	3.73	1.11	High
The boutique hotel should provide the luggage storage services.	4.04	0.79	High
Total	3.75	0.51	High

Table 4.12 shown that Environment & Facilities services has a total Mean in high level (Mean = 3.75) and Standard Deviation of 0.51. This research found that

"The boutique hotel should be clean and maintain it all the time." has the highest Mean (Mean = 4.32). The lowest Mean (Mean = 3.44) is " The boutique hotel should have the indoor pool."

Table 4.12 also shown that "The boutique hotel should be no smoking zone" has the most deviation of information among 8 elements (S.D. = 1.11). While the least deviation of information among 8 elements is "The boutique hotel should have privacy facilities services " (S.D. = 0.73).

Table 4.13: Mean, Standard Deviation and Respondents perception of Convenience services

Convenience services valued	MEAN	S.D.	Perception Level
The boutique hotel should provide breakfast services.	3.90	1.00	High
The boutique hotel should have personal service from Staff	3.44	0.83	High
The boutique hotel should have 24 hours reception service	4.43	0.57	Highest
The boutique hotel should have clean laundry services	4.26	0.74	Highest
The boutique hotel should have airport pickup services.	3.82	0.90	High
Total	3.96	0.55	High

Table 4.13 shown that Convenience services has a total Mean in high level (Mean = 3.96) and Standard Deviation of 0.55. This research found that "The boutique hotel should have 24 hours reception service" has the highest Mean (Mean = 4.43. The lowest Mean (Mean = 3.44 is "The boutique hotel should have personal service from Staff".

Table 4.13 also shown that "The boutique hotel should provide breakfast services." has the most deviation of information among 5 elements (S.D. = 1.00). While the least deviation of information among 5 elements is "The boutique hotel should have 24 hours reception service" (S.D. = 0.57).

Table 4.14: Mean, Standard Deviation and Respondents perception of Services quality

Services quality valued	MEAN	S.D.	Perception Level
The boutique hotel should provide the high-quality and unique services	3.71	1.06	High
The boutique hotel should provide the high-quality and unique physical environment services.	3.67	0.83	High
The boutique hotel should provide high-quality of employee interactions.	3.95	0.81	High
The boutique hotel should provide high-quality guest rooms.	4.06	0.78	High
Total	3.84	0.66	High

Table 4.14 shown that Services quality has a total Mean in High level (Mean = 3.84) and Standard Deviation of 0.66. This research found that "The boutique hotel should provide high-quality guest rooms." has the highest Mean (Mean = 4.06). The lowest Mean (Mean = 3.67) is "The boutique hotel should provide the high-quality and unique physical environment services".

Table 4.14 also shown that "The boutique hotel should provide the high-quality and unique services" has the most deviation of information among 4 elements (S.D. = 1.06). While the least deviation of information among 4 elements is "The boutique hotel should provide high-quality guest rooms" (S.D. = 0.78).

Table 4.15: Mean, Standard Deviation and Respondents perception of Hotel design & facilities

Hotel design & facilities	MEAN	S.D.	Perception Level
Exterior design of the boutique hotel building should be magnificent.	3.58	0.79	High
The exterior of boutique hotel should be colorful	3.40	1.02	Normal
The exterior design of boutique hotel building should contain Thai characteristics	3.62	0.73	High
Hotel's facilities should reflect Thai culture	3.48	0.57	High
The boutique hotel should provide modern facilities to make a comfortable hotel stay	4.08	0.64	High

(Continued)

Table 4.15 (Continued) : Mean, Standard Deviation and Respondents perception of
Hotel design & facilities

The decorative materials and colors for guest rooms should adhere to Thai culture.	3.52	0.70	High
The boutique hotel should provide Thailand tourism related readings in guest room	3.62	0.76	High
Total	3.61	0.50	High

Table 4.15 shown that Hotel design & facilities has a total Mean in high level (Mean = 3.61) and Standard Deviation of 0.50. This research found that "The boutique hotel should provide modern facilities to make a comfortable hotel stay" has the highest Mean (Mean = 4.08). The lowest Mean (Mean = 3.40) is "The exterior of boutique hotel should be colorful".

Table 4.15 also shown that "The exterior of boutique hotel should be colorful" has the most deviation of information among 7 elements (S.D. = 1.02). While the least deviation of information among 7 elements is "Hotel's facilities should reflect Thai culture" (S.D. = 0.57).

Table 4.16: Mean, Standard Deviation and Respondents perception of Hotel branding & management

Hotel branding & management	MEAN	S.D.	Perception Level
The boutique hotel should have its own story	3.21	0.86	Normal

(Continued)

Table 4.16 (Continued) : Mean, Standard Deviation and Respondents perception of
Hotel branding & management

The boutique hotel has the support of local Thai culture	3.46	0.76	High
The boutique hotel should target middle-class customers	3.55	0.79	High
The boutique hotel should engage in environmentally friendly practiced by avoiding food wasting	4.08	0.61	High
Total	3.57	0.57	High

Table 4.16 shown that Hotel branding & management has a total Mean in high level (Mean = 3.57) and Standard Deviation of 0.57. This research found that "The boutique hotel should engage in environmentally friendly practiced by avoiding food wasting" has the highest Mean (Mean = 4.08). The lowest Mean (Mean = 3.21) is "The boutique hotel should have its own story".

Table 4.16 also shown that "The boutique hotel should have its own story" has the most deviation of information among 4 elements (S.D. = 0.86). While the least deviation of information among 4 elements is "The boutique hotel should engage in environmentally friendly practiced by avoiding food wasting" (S.D. = 0.61).

Table 4.17: Mean, Standard Deviation and Respondents perception of Hotel personnel

Hotel personnel	MEAN	S.D.	Perception Level
Management team members of the boutique hotel are becoming preferably Thai people	3.28	0.85	Normal
Employees of the boutique hotel are becoming preferably Thai people	3.01	0.89	Normal
Employees' uniforms of the boutique hotel should be designed within Thai style	3.19	0.82	Normal
Employees of the boutique hotel should have certain knowledge of Thailand and respect Thai life style	3.58	0.70	High
Employees' behaviors of boutique hotel should reflect Thailand manners	3.44	0.96	High
Total	3.30	0.64	Normal

Table 4.17 shown that Hotel personnel has a total Mean in Normal level (Mean = 3.30) and Standard Deviation of 0.64. This research found that "Employees of the boutique hotel should have certain knowledge of Thailand and respect Thai life style" has the highest Mean (Mean = 3.58). The lowest Mean (Mean = 3.01) is "Employees of the boutique hotel are becoming preferably Thai people ".

Table 4.17 also shown that "Employees' behaviors of boutique hotel should reflect Thailand manners" has the most deviation of information among 5 elements (S.D. = 0.96). While the least deviation of information among 5 elements is

"Employees of the boutique hotel should have certain knowledge of Thailand and respect Thai life style" (S.D. = 0.70).

Table 4.18: Mean, Standard Deviation and Respondents perception of Hotel environment & atmosphere

Hotel environment & atmosphere	MEAN	S.D.	Perception Level
The boutique hotel should locate in tranquil environment	3.52	0.71	High
The boutique hotel location should be close to traffic stations	3.58	0.80	High
Overall boutique hotel environment should match Thailand culture	3.26	0.74	Normal
The boutique hotel should have Thai calligraphy display	3.44	0.75	High
Total	3.45	0.53	High

Table 4.18 shown that Hotel environment & atmosphere has a total Mean in high level (Mean = 3.45) and Standard Deviation of 0.53. This research found that "The boutique hotel location should be close to traffic stations" has the highest Mean (Mean = 3.58). The lowest Mean (Mean = 3.26) is "Overall boutique hotel environment should match Thailand culture".

Table 4.18 also shown that "The boutique hotel location should be close to traffic stations" has the most deviation of information among 4 elements (S.D. = 0.80).

While the least deviation of information among 4 elements is "The boutique hotel should locate in tranquil environment" (S.D. = 0.71).

Table 4.19: Mean, Standard Deviation and Respondents perception of Customer service quality.

Customer service quality	MEAN	S.D.	Perception Level
I' m satisfied with the physical environment of this boutique hotel	3.53	0.90	High
I' m satisfied with the employees' interactions of this boutique hotel	3.63	0.81	High
I' m satisfied with the guest room I rent of this boutique hotel.	3.89	0.65	High
I wish to stay this boutique hotel again next time traveling.	3.74	0.87	High
Total	3.69	0.63	High

Table 4.19 shown that Customer service quality has a total Mean in high level (Mean = 3.69) and Standard Deviation of 0.63. This research found that "I' m satisfied with the guest room I rent of this boutique hotel" has the highest Mean (Mean = 3.89). The lowest Mean (Mean = 3.53) is "I' m satisfied with the physical environment of this boutique hotel".

Table 4.19 also shown that "I' m satisfied with the physical environment of this boutique hotel" has the most deviation of information among 4 elements (S.D. =

0.90). While the least deviation of information among 4 elements is "I' m satisfied with the guest room I rent of this boutique hotel" (S.D. = 0.65).

4.3 Analysis of the data based on assumptions

Consists of Top five attributes, Environment & facilities services, Convenience services, Services quality, Hotel design & facilities, Hotel branding & management, Hotel personnel, Hotel environment & atmosphere, and customer service quality.

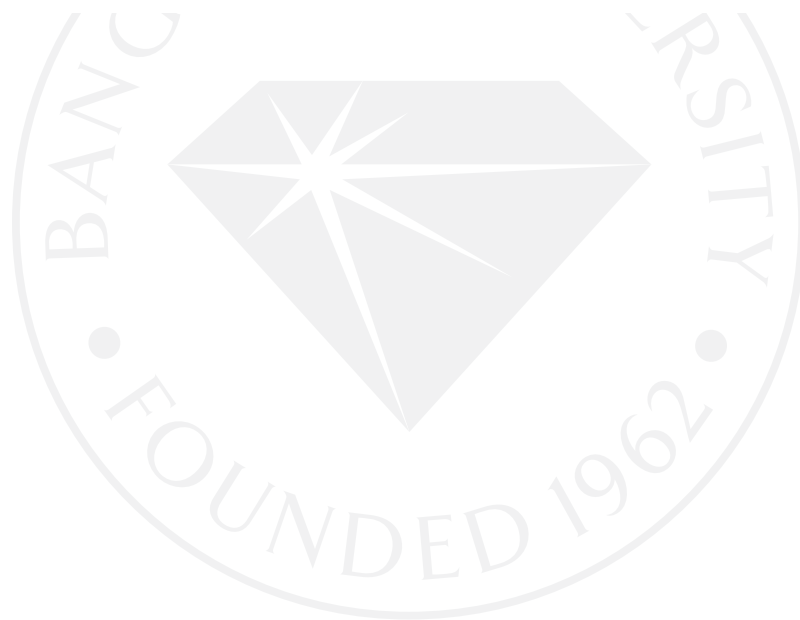


Table 4.20: Analysis of correlation between independent variables and the dependent variable using Pearson's Correlation Coefficient of Top five attributes, Environment & facilities services, Convenience services, Services quality, Hotel design & facilities, Hotel branding & management, Hotel personnel, Hotel environment & atmosphere, positively affect Customer service quality of the boutique hotels in Bangkok.

Variable	Mean	S.D.	Cronbach's Alpha	TFA	EFS	CS	SQ	HDF	HBM	HP	HEA	CSQ
Top five attributes (TFA)	3.82	0.69	0.782	1								
Environment & Facilities services (EFS)	3.76	0.51	0.706	0.357**	1							
Convenience services (CS)	3.97	0.56	0.700	0.448**	0.630**	1						

(Continued)

Table 4.20 (Continued) : Analysis of correlation between independent variables and the dependent variable using Pearson's Correlation

Coefficient of Top five attributes, Environment & facilities services, Convenience services, Services quality, Hotel design & facilities, Hotel branding & management, Hotel personnel, Hotel environment & atmosphere, positively affect Customer service quality of the boutique hotels in Bangkok.

Services quality (SQ)	3.85	0.66	0.746	0.421**	0.366**	0.633**	1					
Hotel design & facilities (HDF)	3.62	0.51	0.792	0.471**	0.584**	0.777**	0.539**	1				
Hotel branding & management (HBM)	3.57	0.57	0.739	0.405**	0.507**	0.463**	0.479**	0.547**	1			
Hotel personnel (HP)	3.30	0.65	0.815	0.362**	0.361**	0.410**	0.465**	0.467**	0.440**	1		

(Continued)

Table 4.20 (Continued) : Analysis of correlation between independent variables and the dependent variable using Pearson's Correlation Coefficient of Top five attributes, Environment & facilities services, Convenience services, Services quality, Hotel design & facilities, Hotel branding & management, Hotel personnel, Hotel environment & atmosphere, positively affect Customer service quality of the boutique hotels in Bangkok.

Hotel environment & atmosphere (HEA)	3.45	0.53	0.668	0.074	0.226**	0.305**	0.160*	0.358**	0.187**	0.280**	1	
Customer service quality (CSQ)	3.70	0.64	0.789	0.048	0.191**	0.073	0.006	0.115	0.094	0.115	0.263**	1

** Correlation is significant at the .01 level.

* Correlation is significant at the .05 level.

From table 4.20: Hypothesis can be explained as

Hypothesis 1, Top Five Attributes factor has a positive relationship toward Customer service quality or not. The result from the analysis show that Top Five Attributes doesn't have a positive relationship toward Customer service quality (Pearson's Correlation = 0.048) at 0.01 significant level.

Hypothesis 2, Environment & facilities services factor has a positive relationship toward Customer service quality or not. The result from the analysis show that Environment & facilities services has a positive relationship toward Customer service quality. (Pearson's Correlation = 0.191) at 0.01 significant level.

Hypothesis 3, Convenience services factor has a positive relationship toward Behavioral Intention or not. The result from the analysis show that Convenience services doesn't have a positive relationship toward Customer service quality, (Pearson's Correlation = 0.073) at 0.01 significant level.

Hypothesis 4, Services quality factor has a positive relationship toward Customer service quality or not. The result from the analysis show that Services quality doesn't have a positive relationship toward Customer service quality, (Pearson's Correlation = 0.006) at 0.01 significant level.

Hypothesis 5, Hotel design & facilities factor has a positive relationship toward Customer service quality or not. The result from the analysis show that Hotel design & facilities doesn't have a positive relationship toward Customer service quality, (Pearson's Correlation = 0.115) at 0.01 significant level.

Hypothesis 6, Hotel brand & management factor has a positive relationship toward Customer service quality or not. The result from the analysis show that Hotel

brand & management doesn't have a positive relationship toward Customer service quality, (Pearson's Correlation = 0.094) at 0.01 significant level.

Hypothesis 7, Hotel personnel factor has a positive relationship toward Customer service quality or not. The result from the analysis show that Hotel personnel doesn't have a positive relationship toward Customer service quality, (Pearson's Correlation = 0.115) at 0.01 significant level.

Hypothesis 8, Hotel environment & atmosphere factor has a positive relationship toward Customer service quality or not. The result from the analysis show that Hotel environment & atmosphere has a positive relationship toward Customer service quality, (Pearson's Correlation = 0.263) at 0.01 significant level.

Table 4.21: Analysis of variance using ANOVA of Top five attributes, Environment & facilities services, Convenience services, Services quality, Hotel design & facilities, Hotel branding & management, Hotel personnel, Hotel environment & atmosphere, positively affect Customer service quality of the boutique hotels in Bangkok.

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	10.427	8	1.303	3.440	.001 ⁱ
Residual	91.308	241	.379		
Total	101.735	249			

From table 4.21, ANOVA analysis confirmed that independent variable consist of Top five attributes, Environment & facilities services, Convenience services, Services quality, Hotel design & facilities, Hotel brand & management, Hotel

personnel, Hotel environment & atmosphere have influence on dependent variable, Customer service quality due to Sig. of the equation equal to 0.001 at 0.01 significant level.



Table 4.22: Multiple Regression Analysis of Top five attributes, Environment & facilities services, Convenience services, Services quality, Hotel design & facilities, Hotel brand & management, Hotel personnel, Hotel environment & atmosphere, positively affect Customer service quality of the boutique hotels in Bangkok.

Independent Variables	β	Std Error	t	Sig	Tolerance	VIF
(Constant)		0.378	5.977	0.000		
Top five attributes (TFA)	0.019	0.067	0.260	0.795	0.697	1.434
Environment & Facilities services (EFS)	0.214	0.105	2.532	0.012	0.522	1.915
Convenience services (CS)	-0.129	0.132	-1.124	0.262	0.283	3.535
Services quality (SQ)	-0.059	0.083	-0.684	0.494	0.501	1.997
Hotel design & facilities (HDF)	0.007	0.136	0.062	0.951	0.501	3.110
Hotel branding & management (HBM)	0.007	0.136	0.062	0.951	0.501	3.110

(Continued)

Table 4.22 (Continued) : Multiple Regression Analysis of Top five attributes, Environment & facilities services, Convenience services, Services quality, Hotel design & facilities, Hotel brand & management, Hotel personnel, Hotel environment & atmosphere, positively affect Customer service quality of the boutique hotels in Bangkok.

Hotel personnel (HP)	0.038	0.074	0.511	0.610	0.660	1.514
Hotel environment & atmosphere (HEA)	0.249**	0.080	3.711	0.000	0.828	1.207

**significant at the .01 level

From table 4.22, Hypothesis can be explained from Multiple Regression Analysis. Independent variables can predict Customer service quality and Hotel environment & atmosphere (Sig. = 0.000) can predict Customer service quality significantly. On the other hand, Top five attributes (Sig. = 0.795), Environment & facilities service (Sig. = 0.012), Convenience service (Sig = 0.262), Service quality (Sig. = 0.494), Hotel design & facilities (Sig. = 0.951), Hotel brand & management (Sig. = 0.992), and Hotel personnel (Sig=0.610) cannot predict behavioral intention significantly. The most predictive independent variable is Hotel environment & atmosphere ($\beta = 0.249$) follow by Environment & facilities service($\beta = 0.214$), Hotel personnel ($\beta = 0.038$), Top five attributes ($\beta = 0.019$), Hotel design & facilities ($\beta = 0.007$), and Hotel branding& management($\beta = 0.007$). These above variables can explain influence on Customer service quality of the boutique hotels in Bangkok at

10.2%. Another 89.8% are influence from others variable that are not use in this research. The standard error is ± 0.378 using the following equation.

$$Y (\text{Customer service quality}) = 2.260 + 0.249 (\text{Hotel environment \& atmosphere})$$

From this equation

If Hotel environment & atmosphere increase by 1 point and other factors remain the same. Customer service quality will increase by 0.249 point.

Data from table 4.23 used to test following hypothesis.

Hypothesis 9, by using Multiple Regression Analysis. The result show that, Hotel environment & atmosphere have positive influence toward Customer service quality at statistical significant level of 0.01. While Top five attributes, Environment & facilities service, Convenience services, Services quality, Hotel design & facilities, Hotel brand & management, Hotel personnel have no positive influence toward Customer service quality at statistical significant level of 0.01.

4.4 Other Analysis

Multicollinearity is multiple correlation among independent variables (more than 2 independent variable) (Nitiphong, 2012) 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, multicollinearity 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 4.23: Testing Collinearity of independent variable.

Independent Variable	Tolerance	Variance Inflation Factor (VIF)
Top five attributes(TFA)	0.697	1.434
Environment & facilities services (EFS)	0.522	1.915
Convenience services(CS)	0.283	3.535
Services quality (SQ)	0.501	1.997
Hotel design & facilities(HDF)	0.322	3.110
Hotel brand & management (HBM)	0.571	1.751
Hotel personnel(HP)	0.660	1.514
Hotel environment & atmosphere(HEA)	0.828	1.207

Result from table 4.23 found that the least Tolerance value is 0.283, which exceed 0.2, and the largest Variance Inflation Factor (VIF) value is 3.535 , which not exceed 4. So, there are no Multicollinearity.

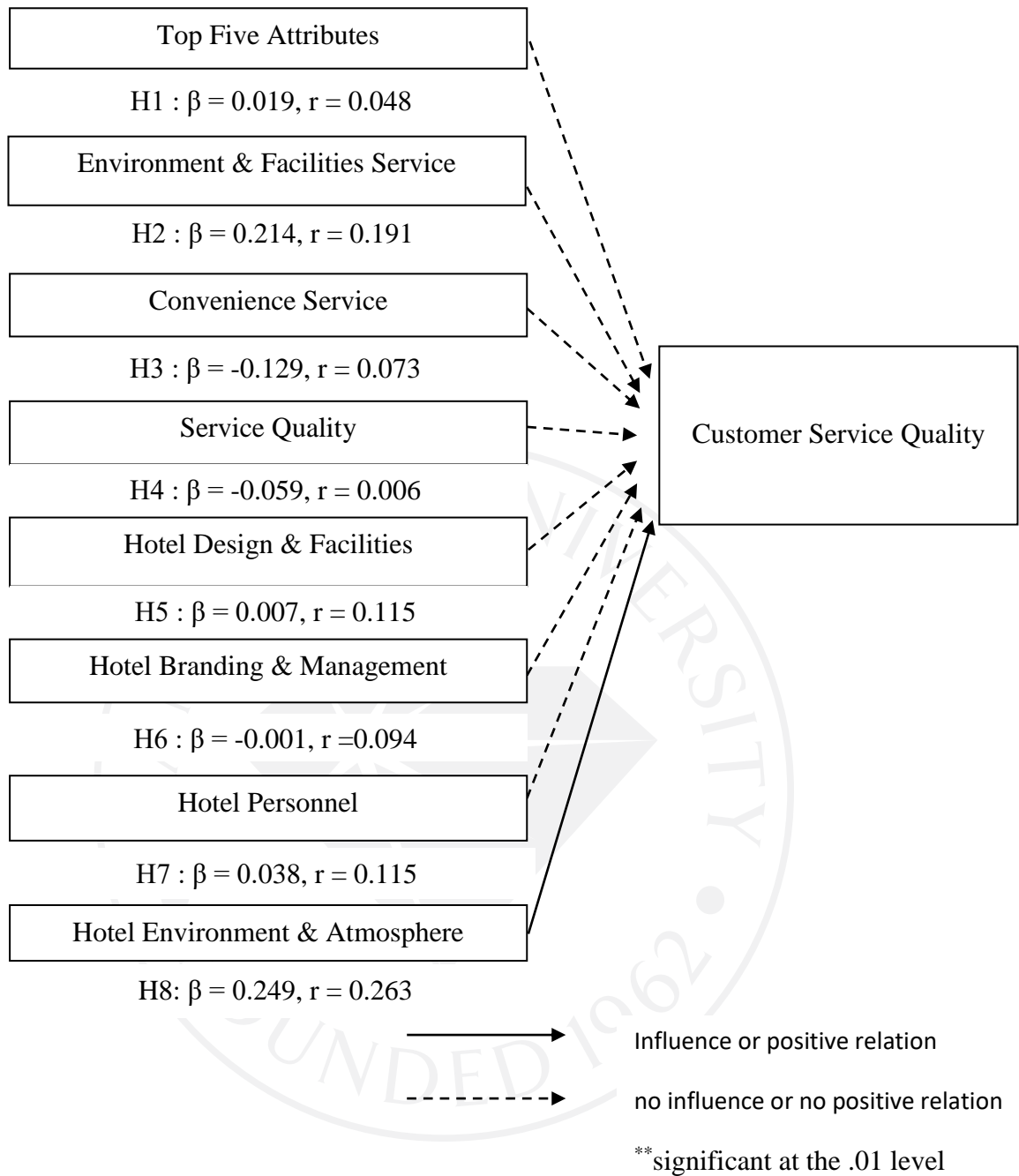


Figure 4.1: Result of Multiple Regression Analysis from scope of research

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

The research aims to find the positive influence of Top five attributes, Environment & facilities services, Convenience services, Services quality, Hotel design & facilities, Hotel branding & management, Hotel personnel, Hotel environment & atmosphere towards Customer service quality of the boutique hotels in Bangkok, which is a survey research using questionnaires to collect data.

Population in this research are the tourists who are traveling in Bangkok and staying the Mix Bangkok boutique hotel chains, whose branches locate areas near BTS PhraKhong, OnNut, PhromPhong, Silom, and Victory Monument stations during June, 2016. The sample size of this research is 250. The result of this research was analyzed in quantitative approach using SPSS program. The result can be concluded as follows.

5.1 Hypothesis

The important factors studied in this research are Top five attributes, Environment & facilities services, Convenience services, Services quality, Hotel design & facilities, Hotel brand & management, Hotel personnel, Hotel environment & atmosphere, and positively influenced on customer service quality of the boutique hotel in Bangkok. The questionnaires found that most of the respondents are female, ages between 18-24 years old, bachelor education background, first time to come to Thailand, come from Southeast Asia, by low-cost airline to Thailand, know this boutique hotel from internet, choose this boutique hotel as location, first time to this

hotel, and plan to stay this hotel for 2-4 nights. The finding base on hypothesis can be concluded as

Hypothesis 1, Top five attributes factor has a positive relationship toward Customer service quality or not. The finding from the analysis show that Top Five Attributes doesn't has a positive relationship toward Customer service quality (Pearson's Correlation = 0.048). So, hypothesis rejected.

Hypothesis 2, Environment & facilities services factor has a positive relationship toward Customer service quality or not. The result from the analysis show that environment & facilities services has a positive relationship toward Customer service quality. (Pearson's Correlation = 0.191) at 0.01 significant level. So, hypothesis accepted.

Hypothesis 3, Convenience services factor has a positive relationship toward Customer service quality or not. The finding from the analysis show that Convenience services doesn't has a positive relationship toward Customer service quality, (Pearson's Correlation = 0.073). So, hypothesis rejected.

Hypothesis 4, Services quality factor has a positive relationship toward Customer service quality or not. The finding from the analysis show that Services quality doesn't has a positive relationship toward Customer service quality, (Pearson's Correlation = 0.006). So, hypothesis rejected.

Hypothesis 5, Hotel design & facilities factor has a positive relationship toward Customer service quality or not. The result from the analysis show that Hotel design & facilities doesn't has a positive relationship toward Customer service quality, (Pearson's Correlation = 0.115). So, hypothesis rejected.

Hypothesis 6, Hotel brand & management factor has a positive relationship toward Customer service quality or not. The result from the analysis show that Hotel brand & management doesn't has a positive relationship toward Customer service quality, (Pearson's Correlation = 0.094). So, hypothesis rejected.

Hypothesis 7, Hotel personnel factor has a positive relationship toward Customer service quality or not. The finding from the analysis show that Hotel personnel doesn't has a positive relationship toward Customer service quality, (Pearson's Correlation = 0.115). So, hypothesis rejected.

Hypothesis 8, Hotel environment & atmosphere factor has a positive relationship toward Customer service quality or not. The finding from the analysis show that Hotel environment & atmosphere has a positive relationship toward Customer service quality, (Pearson's Correlation = 0.263) at 0.01 significant level. So, hypothesis accepted.

Hypothesis 9, Factors that can predict Customer service quality (Y) are Hotel Environment & Atmosphere which has 10.2% influence. Another 89.8% are influence from others variable that are not used in this research. The standard error is ± 0.378 using the following equation.

$$Y (\text{Customer service quality}) = 2.260 + 0.249(\text{Hotel Environment \& Atmosphere})$$

5.2 Conclusion

The research is on the positive influence of Top five attributes, Environment & facilities services, Convenience services, Services quality, Hotel design & facilities, Hotel brand & management, Hotel personnel, Hotel environment & atmosphere toward Customer service quality of the boutique hotels in Bangkok, which is a survey research using questionnaires to collect data and found the valuable result as follows.

Hypothesis 1, Top five attributes factor has a positive relationship toward Customer service quality or not. The finding from the analysis show that Top Five Attributes doesn't has a positive relationship toward Customer service quality (Pearson's Correlation = 0.048), which rejected hypothesis. The data indicates Top five attribute have a little positive relationship with the Customer service quality, but that is so weak and meaningless to our research. Location, excellent quality, unique, personalized service, homely feeling in boutique hotels attributes are factors that consumer wouldn't consider so carefully when they make a selected decision. Mum Lim & Endean (2009) states that consumers expect the attributes that is suitable under lower price to boutique hotels. From our survey data, the most customers are young people about 18-30 years old, and aims to travel in Bangkok. So, they prefer to spend more times and attention at the city view and tourist attractions, but not uniqueness, personalized service, homely feeling the boutique hotel provide. Moreover, Bangkok have convenient transition system including BTS, MRT, BRT, bus, taxi and so on. The customers wouldn't be worry for the hotel location very much. Many boutique hotels also give nearly the same features in order to compete with competitors which cause customers to look over these points(Erkuş - Öztürk, 2018).

Hypothesis 2, Environment & facilities services factor has a positive relationship toward Customer service quality or not. The result from the analysis show that environment & facilities services doesn't have a positive relationship toward Customer service quality at 0.01 significant level which rejected hypothesis. Environment & facilities services factor will be considered by customers when they make a selected decision Mun Lim & Endean (2009), but not as important as the Hotel environment & atmosphere factor. Bilgihan, Smith, Ricci, & Bujisic (2016) stated Environment & facilities services refers to other assorted facilities with the hotel room as well as the whole hotel environment, such as leisure bar, fitness, indoor pool, sanitation, no smoking zone. But among Bangkok's boutique hotels, most facilities of the boutique hotel are similar. Moreover, individuals who choose boutique hotel rarely use these facilities and prefer to spend more for recreation outside the hotel.

Hypothesis 3, Convenience services factor has a positive relationship toward Customer service quality or not. The finding from the analysis show that Convenience services doesn't have a positive relationship toward Customer service quality, (Pearson's Correlation = 0.073), which rejected hypothesis. Convenience service refer to some additional and considerate service in addition to normal service, such as breakfast service, laundry service, airport pickup service and so on. The Convenience Service in boutique hotels is paid service in Bangkok (Hiransomboon, 2012). So, the customer don't take attention to convenience services under extra payment paid (Roy, Shekhar, Lassar, & Chen, 2018). So, convenience service offered by a brand boutique hotel impact consumer services a lot weakly and our hypothesis is rejected.

Hypothesis 4, Services quality factor has a positive relationship toward Customer service quality or not. The finding from the analysis show that Services quality doesn't have a positive relationship toward Customer service quality, (Pearson's Correlation = 0.006), which rejected hypothesis. From Sallam (2014), Service quality has positive influence on liking and yearning but not decision and commitment. Consumers may like and yearn service quality, but according to several external influences, such as price, which has an impact on service expectation. As well as the most boutique hotel, In reality, must the similar service quality under the same price. Because the boutique hotel companies must think about the cost. At the same price level, new generation consumers tend to select the boutique hotel base on giving whole atmosphere.

Hypothesis 5, Hotel design & facilities factor has a positive relationship toward Customer service quality or not. The result from the analysis show that Hotel design & facilities doesn't have a positive relationship toward Customer service quality, (Pearson's Correlation = 0.235) at 0.01 significant level, which rejected hypothesis. As the global environment changing quickly, more hotels have more concern about building and facilities design issues. Pickett-Baker & Ozaki (2008) stated many hotels in Thailand tend to design the hotel by western style. Indeed, Manasatchakun, Roxberg, & Asp(2018) revealed a lot of foreigners don't know Thai culture at all, especially western people. They are more suitable to western style, which is international style as English and accepted by many countries people. At the same time, the Bangkok is a busy megacity, and the tourist prefer to take attention to scenic spots and shopping malls, but not hotel design.

Hypothesis 6, Hotel brand & management factor has a positive relationship toward Customer service quality or not. The result from the analysis show that Hotel brand & management doesn't have a positive relationship toward Customer service quality (Pearson's Correlation = 0.094), which rejected hypothesis. According to Gadenne, Sharma, Kerr, & Smith (2011), since brand problem becomes more important. Companies have to create more management and marketing toward management. For this reason, Lynn (2019) found every brand boutique hotels want to spread their brand to the global customers. But the most boutique hotel brands is from Thailand in Bangkok, such as Tenface Bangkok, Unico Grande Sukhumvit as well as the mix Bangkok surveyed. Maybe the brand boutique hotels will be famous all over the world with the development of Thai tourism. But now fewer foreign customers heard them. So, the hotel branding & management won't be considered so carefully.

Hypothesis 7, Hotel personnel factor has a positive relationship towards Customer service quality or not. The finding from the analysis show that Hotel personnel doesn't have a positive relationship toward Customer service quality, (Pearson's Correlation = 0.115), which rejected hypothesis. Hotel personnel become an important matter for company to improve the service level under cost as less as possible (Espino-Rodríguez & Ramírez-Fierro, 2018). The hotel personnel refer to the all kinds of the hotel staffs, such as the uniform of staffs, the polite of staffs, the attitude of staff service and so on. The Thailand is famous as "smile land" call. The In the purchasing process, consumers will search for preferences of the brand though most Thai people are kind, friendly, and accommodating. So, the most customer have a high comment to Thai people and hotel staffs. They don't need to spend more

energy to this point. Besides, Thai culture level of staff isn't also focused by customer as fewer tourist know the Thailand before they come to Thailand.

Hypothesis 8, Hotel environment & atmosphere factor has a positive relationship toward Customer service quality or not. The finding from the analysis show that Hotel environment & atmosphere has a positive relationship toward Customer service quality, (Pearson's Correlation = 0.263) at 0.01 significant level, which accepted hypothesis. In order to find more exact and prominent factor that's this research intention want, to use the significant level of 0.01. Aldebi, Ali, & Abdulhassan (2017) suggested Hotel environment & atmosphere refers to the customers' perception and emotion toward cultural soft power as well as physical environment on hotel. The most customers are tourists who are from out of Bangkok and want to travel in Bangkok. As a traveler, the relaxed feeling and moods is important for them during the trip. However, the great hotel environment & atmosphere make more contribute to customer comfortable perception and service quality.

Hypothesis 9, Through using multiple regression analysis on hypothesis found that factors positively affecting customer service quality is Hotel environment & atmosphere at significant levels of 0.01. Together with the Xiang, Schwartz, Gerdes Jr, & Uysal(2015) show that price, location, comfortability, environment, atmosphere can explain customer service quality. The most predictor among these dimensions is environment and atmosphere. Furthermore, teenager prefers to take attention to hotel environment & atmosphere, which reflects their intention and decision base to the customer service quality in this study. The result in this research is also as same as Narteh, Odoom, Braimah, & Buame (2012), which found that a major factor that

influences customer service quality was environment. Environment provides comfortable zone to consumers during staying the hotel. Poor environment can make consumer switching hotel as well.

5.3 Suggestions for practitioners

From the result of the research on the positive influence of Top five attributes, Environment & facilities services, Convenience services, Services quality, Hotel design & facilities, Hotel brand & management, Hotel personnel, Hotel environment & atmosphere toward Customer service quality of the boutique hotels in Bangkok. Marketers or Boutique hotels chain company should consider new development on product and service strategies as follows.

The boutique hotel brands should focus more hotel environment & atmosphere for customers, open wholesome assorted facilities, such as leisure bar, fitness, indoor pool, privacy facilities, parking services, no smoking zone, and maintain the clean sanitation lastly. Nowadays, the development of the Thai tourism is high speed stage result in many opportunities and investors emerging in hospitality of Thailand. Whatever the old hoteliers or the new investors, they are not facing opportunities but also challenges. As to the old hotelier, the issue to upgrade and marketing the hotel is important, and must focus on add the assorted facilities to improve the whole service quality and build the relaxed, comfortable environment and atmosphere with Thai culture features. As to the new investor, the issue to select hotel location and design hotel environment & management, had better select the hotel location near traffic stations and design environment & manage with Thai culture and wholesome facilities.

5.4 Recommendation for academic purposes

From the result of the research on the positive influence of Top five attributes, Environment & facilities services, Convenience services, Services quality, Hotel design & facilities, Hotel branding & management, Hotel personnel, Hotel environment & atmosphere toward Customer service quality of the boutique hotels in Bangkok. Researcher should consider the following issue in the future research.

5.4.1 Respondents of this research are mostly first time to travel in Thailand. To review boutique hotel industry need a lot of research on customer service quality. Some respondents who just know a little Thai culture and stay one night in their first traveling to Bangkok, may change perception and experience easily after feeling Thailand and boutique hotel in Bangkok. By this, customer service quality perception toward boutique hotel may be different from the respondents who have traveled in Thailand over four times. As a result, researcher recommends to collect data from the respondents who have traveled in Thailand over four times.

5.4.2 In this research, only hotel environment & atmosphere can predict customer service quality. Some respondents mention about the boutique hotel price and promotion activities in internet in the comment of the questionnaire. By this, the boutique hotel price and promotion activities in Internet might have influence on customer service quality and should be added in the future research.

5.4.3 For academic benefits, theories and knowledge on hotel environment & atmosphere toward customer service quality had been expanded. Future research includes data collection in other cities like Chiangmai or Phuket to compare the results. Also, the data can be collected, compared, and analyzed between the Thai and the foreign boutique hotel customers in Thailand.

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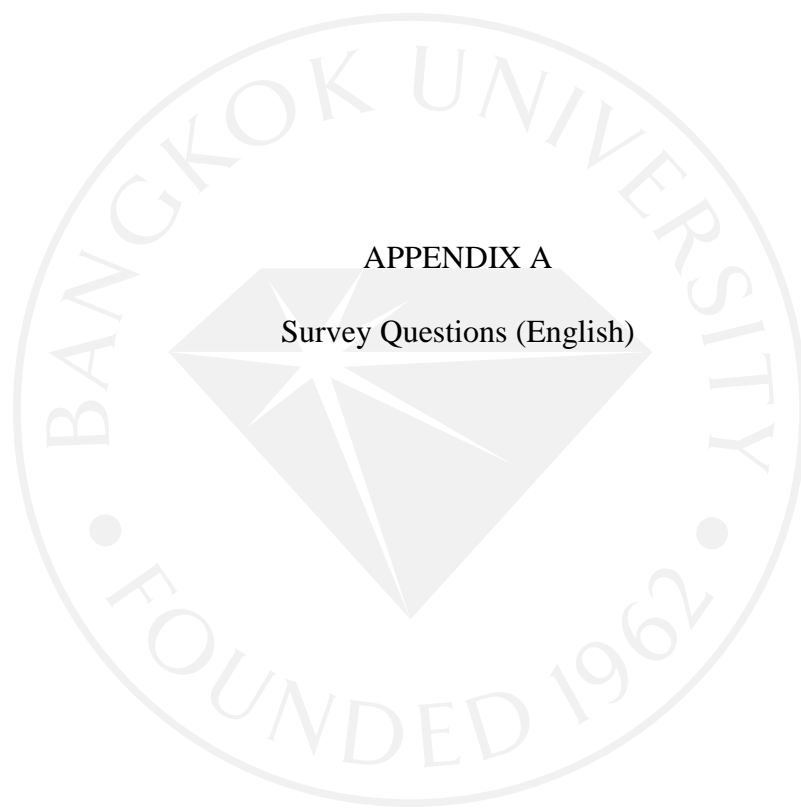
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APPENDIX A

Survey Questions (English)



มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

NO.....

Questionnaire
on

Factors Positively Affecting Customer Service Quality of The Boutique Hotels
in Bangkok

Instruction : My name is Shuguang Cao. I am a MBA student of English Program at Bangkok University. I am doing the research on “Factors Positively Affecting Customer Service Quality of the Boutique Hotels in Bangkok.”. This questionnaire is part of an Independent Study conducting for the requirement of a Master’s degree in Business Administration of Bangkok University. The information acquired from this questionnaire will be confidentially kept and used for academic purpose only. Thank you for taking the time to fill in this questionnaire.

Note: please tick \checkmark in () that related with your answer.

1.Please indicate your gender

- () 1. Male () 2. Female

2.Please indicate your age

- () 1. 18-24 years old () 2. 25-30 years old () 3. 31-35 years old
() 4. 36-40 years old () 5. 41-45 years old () 6. More than 46 years old

3.Please indicate your education level

- () 1. Elementary () 2. High school
() 3. Bachelor degree () 4. Master degree or high () 5.others.....

4. Please indicate your frequency travel to Thailand

1. First time 2. Between 2 – 4 times
 3. Between 5-7 times 4. Between 8-10 times 5. More than 11 times...

5. Please indicate your nationality

1. Southeast Asia 2. East Asia 3. South Asia
 4. Europe 5. North America 6. Others.....

6. How did you arrive to Thailand ?

1. By car 2. By bus 3. With low-cost airline
 4. With major airline 5. By train 6. Others.....

7. How did you hear about this hotel ?

1. I already knew of it 2. The Internet 3. Friends and relatives
 4. Media 5. Books and Guides 6. Travel Agency 7. 8. Others.....

8. What were the main reasons for your visit to this hotel ?

1. Price 2. Location 3. Business reasons
 4. Culture 5. Service 6. Facilities
 7. Comfortable 8. Religious reasons 9. Other.....

9. How many times you have visited to this hotel ?

1. First time 2. Between 2 - 4 times
 3. Between 5-7 times 4. Between 8-10 times 5. More than 11 times.....

10. How many nights are you planning to stay at this hotel?

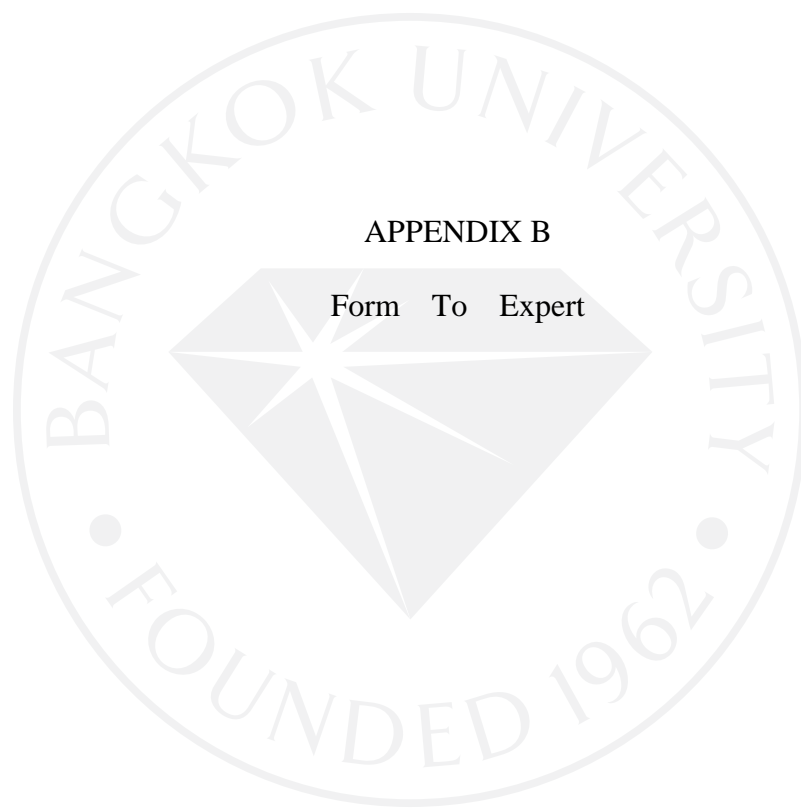
1. 1 night 2. Between 2 - 4 nights 3. Between 5-7 nights
 4. Between 8-10 nights 5. More than 11 nights.....

Please check (√) to the extent that you agree with the following item: (5 = Strongly agree ,4 = Agree,3 = Neutral,2 = Disagree,1 Strongly disagree)

		Agreement Level				
		5 Strongly agree	4 Agree	3 Neutral	2 Disagree	1 Strongly disagree
1.Top five attributes of the boutique hotel						
TFA1	The boutique hotel should have good location					
TFA2	The boutique hotel should have excellent quality					
TFA3	The boutique hotel should be unique					
TFA4	The boutique hotel should have personalized service					
TFA5	The boutique hotel should have homely feeling					
2.Environment & Facilities services valued						
EFS1	The boutique hotel should provide leisure bar in ground floor.					
EFS2	The boutique hotel should have the fitness facilities.					
EFS3	The boutique hotel should have the indoor pool.					
EFS4	The boutique hotel should have privacy facilities services.					
EFS5	The boutique hotel should be clean and maintain it all the time.					
EFS6	The boutique hotel should have parking services.					
EFS7	The boutique hotel should be no smoking zone.					
EFS8	The boutique hotel should provide the luggage storage services.					

3.Convenience services valued						
CS1	The boutique hotel should provide breakfast services.					
CS2	The boutique hotel should have personal service from Staff.					
CS3	The boutique hotel should have 24 hours reception service					
CS4	The boutique hotel should have clean laundry services					
CS5	The boutique hotel should have airport pickup services.					
4.Services quality valued						
SQ1	The boutique hotel should provide the high-quality and unique services.					
SQ2	The boutique hotel should provide the high-quality and unique physical environment services.					
SQ3	The boutique hotel should provide high-quality of employee interactions.					
SQ4	The boutique hotel should provide high-quality guest rooms.					
5.Hotel design & facilities						
HDF1	Exterior design of the boutique hotel building should be magnificent.					
HDF2	The exterior of boutique hotel should be colorful					
HDF3	The exterior design of boutique hotel building should contain Thai characteristics					
HDF4	Hotel's facilities should reflect Thai culture					
HDF5	The boutique hotel should provide modern facilities to make a comfortable hotel stay					
HDF6	The decorative materials and colors for guest rooms should adhere to Thai culture.					
HDF7	The boutique hotel should provide Thailand					

	tourism related readings in guest room					
6.Hotel branding & management						
HBM1	The boutique hotel should have its own story					
HBM2	The boutique hotel has the support of local Thai culture					
HBM3	The boutique hotel should target middle-class customers					
HBM4	The boutique hotel should engage in environmentally friendly practices by avoiding food wasting					
7.Hotel personnel						
HP1	Management team members of the boutique hotel are becoming preferably Thai people					
HP2	Employees of the boutique hotel are becoming preferably Thai people					
HP3	Employees' uniforms of the boutique hotel should be designed within Thai style					
HP4	Employees of the boutique hotel should have certain knowledge of Thailand and respect Thai life style					
HP5	Employees' behaviors of boutique hotel should reflect Thailand manners					
8.Hotel environment & atmosphere						
HEA1	The boutique hotel should locate in tranquil environment					
HEA2	The boutique hotel location should be close to traffic stations					
HEA3	Overall boutique hotel environment should match Thailand culture					
HEA4	The boutique hotel should have Thai calligraphy display					



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May 2, 2016

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

To Dr. Penjira Kanthawongs
Advisor, Bangkok University

I, Shuguang Cao, a Master of Business Administration's student majoring in Business Administration at Bangkok University is conducting a research as a part of Independent Study titled, Factors Positively Affecting Customer Service Quality Satisfaction of the Boutique Hotels in Bangkok. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms 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...



(Shuguang Cao)

Researcher

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November 2, 2015

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

To Mr. Jeffrey Scott Minder

Position DIRECTOR Company Name HALE INTERNATIONAL CO., LTD.

I, Shuguang Cao, a Master of Business Administration's student majoring in Business Administration at Bangkok University is conducting a research as a part of Independent Study titled, Factors Positively Affecting Customer Service Quality Satisfaction of the Boutique Hotels in Bangkok. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms 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

[Redacted Signature]

(Mr. Jeffrey Scott Minder)

Signature...

[Redacted Signature]

(Shuguang Cao)

Position: DIRECTOR

Researcher

Company Name: HALE INTERNATIONAL CO., LTD.

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November 2, 2015

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

To Mr. Yat Tung Lau

Position owner, Company Name Hale International Company, Ltd.

I, Shuguang Cao, a Master of Business Administration's student majoring in Business Administration at Bangkok University is conducting a research as a part of Independent Study titled, Factors Positively Affecting Customer Service Quality Satisfaction of the Boutique Hotels in Bangkok. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms 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: 

(Mr. Yat Tung Lau)

Position: Owner

Company Name: Hale International Company, Ltd.

Signature: 

(Shuguang Cao)

Researcher

Factors	Eng. V.	Thai v. or Adjusted Eng v.	IOC	Comments from the expert	Total points
top five attributes of the boutique hotel (Mandy Aggett,2007)	TFA1: Good location	The boutique hotel should have good location.			
	TFA2:Excellent quality	The boutique hotel should have excellent quality.			
	TFA3:Uniqueness	The boutique hotel should be unique.			
	TFA4:Personalized service	The boutique hotel should have personalized service.			
	TFA5:Homely feeling	The boutique hotel should have homely feeling.			
environment & facilities services valued (Dennis & Peter,2015)	EFS1:Lounge	The boutique hotel should provide leisure bar in ground floor.			
	EFS2:Fitness	The boutique hotel should have the fitness facilities.			
	EFS3:Indoor Pool	The boutique hotel should have the indoor pool.			
	EFS4:Privacy	The boutique hotel should have privacy facilities services.			

Factors	Eng. V.	Thai v. or Adjusted Eng v.	IOC	Comments from the expert	Total points
	EFS5:Cleanliness and maintain	The boutique hotel should be clean and maintain it all the time.			
	EFS6: Parking	The boutique hotel should have parking services.			
	EFS7:No Smoking	The boutique hotel should be no smoking zone.			
	EFS8:Luggage storage services	The boutique hotel should provide the luggage storage services.			
convenience services valued (Mandy Aggett,2007)	CS1:Breakfast services	The boutique hotel should provide breakfast services.			
	CS2:Personal service from Staff	The boutique hotel should have personal service from Staff.			
	CS3:24 hours reception service	The boutique hotel should have 24 hours reception service.			

Factors	Eng. V.	Thai v. or Adjusted Eng v.	IOC	Comments from the expert	Total points
	CS4:Clean Laundry	The boutique hotel should have clean laundry services.			
	CS5:Courtesy Airport Pickup	The boutique hotel should have airport pickup services.			
services quality valued (Lu&Chen, 2015)	SQ1:In your opinion,what does service quality mean to you	The boutique hotel should provide the high-quality and unique services.			
	SQ2:As a client,how important is it for you to encounter a high-quality physical environment	The boutique hotel should provide the high-quality and unique physical environment services.			
	SQ3:How important is it for you to experience a high-quality of employee interactions	The boutique hotel should provide high-quality employee interactions.			
	SQ4:How important is it for you to stay in high-quality guest rooms	The boutique hotel should provide high-quality guest rooms.			

Factors	Eng. V.	Thai v. or Adjusted Eng v.	IOC	Comments from the expert	Total points
hotel design & facilities (Wang&Tan g,2015)	HDF1:Exterior design of hotel building should be magnificent	Exterior design of the boutique hotel building should be magnificent.			
	HDF2:white or sandy color of hotel exterior	The exterior of boutique hotel should be colorful.			
	HDF3:The exterior design of hotel building should contain Buddhism characteristics	The exterior design of boutique hotel building should contain Thai characteristics.			
	HDF4:Hotel's facilities should reflect Buddhism culture	Hotel's facilities should reflect Thai culture.			
	HDF5:Modern facilities that provide customers a comfortable hotel stay	The boutique hotel should provide modern facilities to make comfortable hotel stays.			
	HDF6:the decorative materials and colors for guest rooms should adhere to Buddhism culture	The decorative materials and colors for guest rooms should adhere to Thai culture.			

Factors	Eng. V.	Thai v. or Adjusted Eng v.	IOC	Comments from the expert	Total points
	HDF7:Provide sutra and Buddhism-related readings in guest room	The boutique hotel should provide Thailand tourism related readings in guest rooms.			
hotel branding and management (Wang&Tang,2015)	HBM1: The hotel should have its own story	The boutique hotel should have its own story.			
	HBM2: The hotel has the support of local Buddhism culture	The boutique hotel has the support of local Thai culture.			
	HBM3:The hotel should target middle-class customers	The boutique hotel should target middle-class customers.			
	HBM4:The hotel should engage in environmentally friendly practiced by avoiding food wasting	The boutique hotel should engage in environmentally friendly practiced by avoiding food wasting.			
hotel personnel (Wang&Tang,2015)	HP1: Management team members are preferably Buddhists	Management team members of the boutique hotel are becoming preferably Thai people .			

Factors	Eng. V.	Thai v. or Adjusted Eng v.	IOC	Comments from the expert	Total points
	HP2: Employees are preferably Buddhists	Employees of the boutique hotel are becoming preferably Thai people.			
	HP3: Employees' uniforms should be designed in Buddhism or similar style Symbol	Employees' uniforms of the boutique hotel should be designed within Thai styles.			
	HP4: Employees should have certain knowledge of Buddhism and respect Buddhists' life style	Employees of the boutique hotel should have certain knowledge of Thailand and respect Thai life styles.			
	HP5: Employees' behaviors reflect Buddhism manners	Employees' behaviors of boutique hotel should reflect Thailand manners.			
hotel environment & atmosphere (Wang&Tang,2015)	HEA1: Located in tranquil environment	The boutique hotel should locate in tranquil environment.			

Factors	Eng. V.	Thai v. or Adjusted Eng v.	IOC	Comments from the expert	Total points
	HEA2: The hotel location should be close to temple	The boutique hotel location should be close to traffic stations.			
	HEA3: hotel environment should match Buddhism culture	Overall boutique hotel environment should match Thailand culture.			
	HEA4: Have Chinese calligraphy display	The boutique hotel should have Thai calligraphy displays.			
Customer service quality (Lu &Chen, 2015)	CSQ1:How satisfied or dissatisfied are you with the physical environment	I'm satisfied with the physical environment of this boutique hotel.			
	CSQ2:How satisfied or dissatisfied are you with the employees' interactions	I'm satisfied with the employees' interactions of this boutique hotel..			
	CSQ3:How satisfied or dissatisfied are you with the guest room you rent	I'm satisfied with the guest room I rent of this boutique hotel..			

Factors	Eng. V.	Thai v. or Adjusted Eng v.	IOC	Comments from the expert	Total points
	CSQ4:I wish to stay this hotel again next time traveling	I wish to stay this boutique hotel again next time traveling.			



BIODATA

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