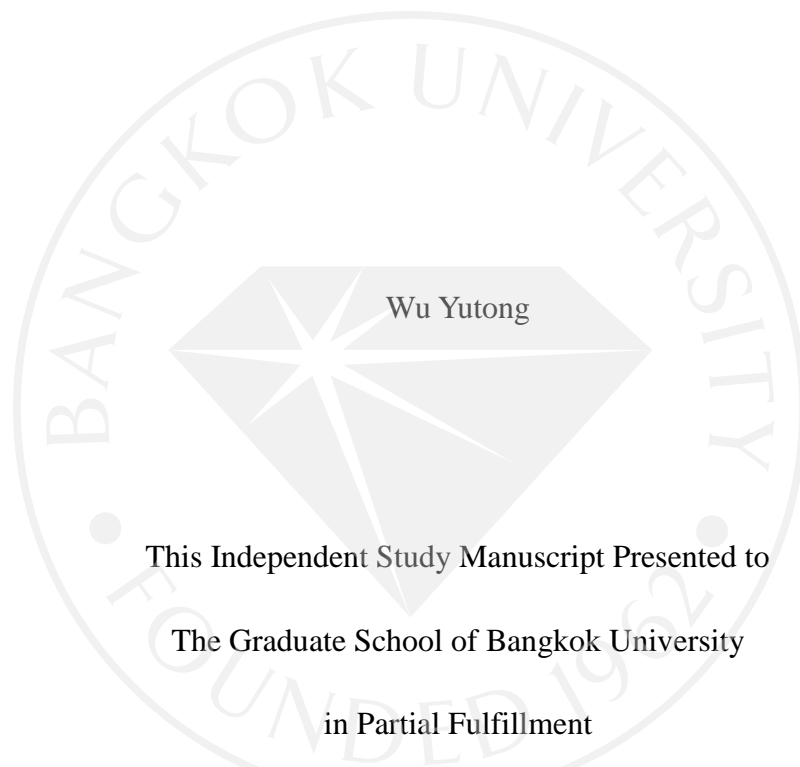# EXAMINING MOTIVATION FACTORS THAT AFFECT GENERATION Z

CHINESE TOURISTS' SATISFACTION AND THEIR REVISIT INTENTION

TO BOUTIQUE HOTELS IN PHUKET

EXAMINING MOTIVATION FACTORS THAT AFFECT GENERATION Z

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BOUTIQUE HOTELS IN PHUKET

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Examining Motivation Factors that Affect Generation Z Chinese Tourists' Satisfaction

and their Revisit Intention to Boutique Hotels in Phuket (88 pp.)

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ABSTRACT

Today, with the increasingly close tourism relationship between China and

Thailand, Phuket has become the first choice for Chinese tourists due to its beautiful

natural scenery and humanistic feelings. Among them, the consumption power and

influence of generation Z are increasing day by day. Therefore, this paper makes a

study on the motivation of generation Z Chinese tourists who travel to Phuket to

choose Phuket boutique hotels and the factors affecting their willingness to return

visit. This paper uses the online questionnaire to adjust the difference of 390 tourists

who have been to Phuket, and uses the SME analysis method. The research shows that

decoration online booking hotel service and relaxation have a positive impact on

Hotel satisfaction. Decoration Hotel satisfaction hotel service and online booking also

have a positive impact on return visit intention. Relaxation has no significant positive

impact on revisit intention.

Keywords: Motivation, Phuket, Boutique Hotel, Revisit

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TABLE OF CONTENTS

TABLE OF CONTENTS (Continued)

TABLE OF CONTENTS (Continued)

LIST OF TABLES

LIST OF TABLES (Continued)

LIST OF FIGURES

CHAPTER 1

INTRODUCTION

Thailand is a country with abundant natural and tourist resources. It is one of the most important tourist countries in the world (Marukatat, 2018). Its charming tropical atmosphere and unique Buddhist culture have attracted millions of tourists from all over the world (Chen, 2011). In recent decades, the Thai government has spent a great deal of energy and resources on the coast development, construction of facilities, Propaganda and promotion of tourism, and has closely integrated tourism with national culture to build a tourism industry with Thai culture as its main body and characteristics (Chen, 2011). After certain efforts, the Thai government established attractions with places of interest capable of attracting tourists. Thailand's tourism industry has always maintained a leading position amongst the ten tourism markets in the world facing such competition as the US, China, Germany, Italy, UK, Mexico, and Turkey. The rapid development of tourism has led to the development of related industries, including food, catering, energy, transportation, hotel and other services, which have and fostered a huge employment market (Meihua, 2009). This is the reason why Thailand's fourth largest city has become a favorite tourist destination. Naturally, such development attracts tourists from all over the world, and China is no exception. Thailand is one of the most notable tourist destinations for the Chinese, considering the relative proximity of the two states.

1.1 Background

With the advent of the golden age of global mass tourism, modern tourism presents a multicultural pattern. With the development of China's economy, Chinese people have become the largest tourist group in Phuket and show a growing trend (Meihua, 2009). It is estimated that Chinese tourists stay in China for an average of one week and spend 30000-40000 baht (US $1000-1300) per person per trip. Chinese tourists spend an average of 6400 baht (US $180) a day, which is 5690 baht (more than 160) higher than that of ordinary tourists. Thai media claimed that during the May Day holiday in 2013, China replaced Hong Kong as the preferred destination for Chinese tourists (Wikipedia, 2021).

According to the outbound tourism data at the end of October 2019, the number of Chinese tourists to Thailand has reached 8.5 million this year, and it is expected that it will reach about 10 million this year. Among them, the number of Chinese tourists to Thailand in Guangdong Province alone has reached 2.1 million, of which about 60% will go to Phuket and surrounding areas, an increase of 11.2% over the previous year.

Therefore, Thai hotels have taken various measures and marketing strategies to attract Chinese tourists. But in fact, there are many factors that affect Chinese tourists' choice of hotels, such as different ways of thinking, different values, different customs, different codes of conduct and so on Cheer and Han (2018). How to adopt appropriate marketing strategies and improve Hotel Service, increase tourists'

satisfaction, and stimulate tourists' desire to repeat visits is a major issue facing the

cross-cultural tourism fields in the era of global integration, and also a difficult

problem facing the hotel industry of Phuket Island (Cheer & Han, 2018).The Study of

preference of tourism accommodation and understanding the accommodation demand

of to tourism market segmentation is the necessary prerequisite for sustainable

development of tourism accommodation. At present, Chinese scholars have made

some achievements in the study of tourism preferences, such as Chinese tourists '

tourism preferences, Chinese tourists' accommodation preferences, Chinese tourists

'domestic tourism preferences, Chinese tourist' outbound tourism preference,

accommodation consumption behavior and preferences (Cheer & Han, 2018). There

are few studies on the accommodation consumption behavior and preferences of

Chinese outbound tourists of course, the main reason is that outbound tourism is still

dominated by group organizations, and travel agencies are the main intermediary

arrangements. Outbound tourists, especially long-distance tourists, have few choices

of accommodation abroad. However, in recent years, with the development of

economy and network, backpackers and self-help groups have gradually increased in

China. Baby boomers, generation X, millennials and the developing generation Z all

have their own characteristics and are very different from each other. These

generations around the world have different buying behaviors and attitudes towards

trends, which stem from their beliefs, which in turn is the result of the culture in

which they grew up. Among them, generation Z has the highest online consumption

intention, so it will become the research object of this paper Cheer and Han, 2018).

Boutique hotels are most popular with young people because of their small scale, unique characteristics and moderate price. It will become the main force of China's outbound tourism. Therefore, studying the accommodation consumption behavior and preference of Chinese outbound tourists can help tourism organizations arrange appropriate overseas accommodation for tourists, so as to improve the overall quality and satisfaction of outbound tourism, especially in Southeast Asia such as Thailand.

Officially defined globally as the cohort of people who were born between 1996 and 2010, Gen Z make up about 15 percent of China's population and represent the next engine of domestic consumption growth. Understanding Gen Z is paramount forany consumer company that wants to play a part in China's ongoing economic growth story.

Generation Z does not recognize any imposed rules authorities, hierarchy. They like to work in teams, where each participant has equal rights, and managers are more likely to play the role of seniors than traditional superiors (Fromm & Read, 2018). The task of the employer is to create such organizational structures where, on the one hand, employees will have maximum freedom. an on the other, there will still be a manager responsible for developing and implementing goals (Fromm & Read, 2018).

China's Gen Z spent their childhoods during the fastest sustained expansion of a major economy in history, and are consequently used to rapid improvements in

their standard of living. They are also China's first generation of digital natives, and as such are instinctively familiar with technology as a form of communication and entertainment, and as an enabler of commerce. Generation Z is characterized by infantile ego centrism, a consumer attitude to life, heightened conflict rigidity, uncompromising, the desire to" go right- through," in order to protect their interests, regardless of the interests of others. Their hidden aggressiveness, the desire for domination is sometimes mistaken for leadership (Seemille & Grace, 2019).

Only by understanding the preference of target consumers in hotel reservation and selection and the reasons for this preference can the risk of the company choosing distribution channels be minimized, When formulating advertising and promotion strategies, we also need to understand consumer behavior. The understanding and acquisition of consumer behavior largely determines the success of promotion. In short, only on the basis of understanding consumer behavior, the success of advertising and promotion activities of hotel companies is inseparable from the understanding of consumer behavior.

Hotel owners and employees need to understand this paradigm shift in order to better serve this generation. Stephan (2018) said that when evaluating hotel services, millennials not only need white linen service and bellboy to deliver their luggage to the room or concierge. When millennials enter a hotel, they want to feel completely at home and want to be in a hotel environment where they can be part of the experience (Mhlanga & Tichaawa, 2016). Social media plays an undeniably

important role in the lives of Millennials. As Dimitriou and Blum (2015) clearly

pointed out, the technology required to access social media has become more

important. Social media plays a key role in evaluating the hotel experience (Kovaleski,

2008). They are online customers, proficient in social media, and need to customize

the hotel experience according to their own needs. Through friendship around the

world, hotel recommendation is carried out through social relations. Therefore, the

hotel must provide each guest with the best possible experience, as the guest may be

related to other reservations (Li, Meng & Uysal, 2008). Therefore, embracing

technology is the key for hotels to win Millennium loyalty (Dimitriou & Bloom,

2015).

1.2 Objectives of Study

Boutique hotel as a new type of hotel popular with young people. The

purpose of this study is to understand the influencing factors of Z generation Chinese

tourists' choice of Phuket boutique hotels, and its influencing factors on Hotel

satisfaction and return visits. The objectives of this study are:

1.2.1 To identify the underlying motivation factors that affect Generation Z

Chinese tourists to stay at boutique hotels in Phuket, Thailand

1.2.2 To examine the relationships between Generation Z Chinese tourists'

motivation, satisfaction and revisit intention.

1.3 Scope of Study

This research focuses on Chinese Generation Z who chose Phuket as their travel destination. Considering the dominating choice of boutique hotels, they were the class chosen for this specific study. After all people who have to travel a lot and live in hotels sooner or later get tired of the monotonous interior of typical hotel rooms (Cheer & Han, 2018). It seems that all of them have been copied or made in accordance to some template. Tourists from China are becoming more and more demanding. For them, the service of comfortable apartments in boutique hotels is much better. These institutions embody creativity, luxury and exclusivity. They have their own style and are always unique. As a result, the share of boutique hotels in Phuket has increased, which clearly shows that tourists have begun to clearly prefer boutique hotels over other hotels (Shahrivar, 2012).

1.4 Significance of the Study

Sakolnakorn, Naipinit & Kroeksakul (2013) have conducted several studies to determine which managerial factors affect the tourism industry in Phuket and how can it be improved. Naturally, specific attention has been made on how to attract foreigner tourists. Yet, the suggested solutions do not provide for the Gen Z representatives. It seems that these representatives have been omitted from the general findings. Although one cannot deny the fact that, they are the future with the world business focusing on their wishes and desires. This is mostly due to the increased

consumerist culture which the Gen Z try to uphold. It is imperative to understand that these post- millenials will define the future of the world business and what it has to offer, primarily due to their inherent qualities, and the factors that the focus on. This study aims to focus specifically on Gen Z representatives as they are the future consumers and winning over this client now.

1.5 Value of the Study

1.5.1 Theoretical Perspective

The research value is divided into management and academic aspects. Frist of all, the objective of this research was to analyze the intrinsic motivation factors including rational and emotional motives, and the extrinsic motivation factors including advertising, sales promotion, and social values, affecting the revisit hotel. And to understand the common needs of Chinese tourists for hotels and to analyze their internal reasons. So as to provide theoretical support for the research on the generation Z consumers in Phuket.

Then, the consumer behavior research is that consumer behavior research is the basis of marketing decision-making and marketing strategy formulation at Phuket, especially after the disaster sanatorium levels registered all over Thailand in the 2000s (Rittichainuwat, 2008). The motivation behind the choices a consumer makes determine the development of business, as if one will understand the motivation, one will then see the preference and will undoubtedly succeed. Understanding the

motivation behind the choices of why Gen Z representatives choose specific boutique

hotels at Phuket will allow to create a development strategy that will enable the

existing hotels to apply and facilitate the needs of their clients. After all,

understanding and being ready for this will increase the possible of return. The hotel

business is built on clients. If it would be possible to enable a client to return, the

hotel ought to strive to secure this opportunity at any cost. It can be seen from the

following aspects that the study of consumer behavior determines the formulation of

marketing strategy.

1) Market opportunity analysis: from the perspective of marketing

exemption, unmet consumer needs are market opportunities. Understanding the unmet

or partially satisfied needs of consumers usually involves the analysis of market

conditions and market trends. For example, by analyzing the changes of consumers'

lifestyle or income level, we can reveal the new needs and aspirations that consumers

have not met. On this basis, hotel enterprises can develop new products.

2) Market segmentation: market segmentation is the basis of most

marketing strategies. Its essence is to divide the whole market into several sub

markets according to the different needs and behaviors of consumers. Consumers with

the same or similar demand or behavior characteristics are classified as sub markets.

Through market segmentation, enterprises can find the target market suitable for their

own conditions, and formulate targeted marketing plans according to the demand

characteristics of the target market, so as to fully meet the unique needs of consumers

in the target market.

3) Hotel positioning: only by understanding the position of the hotel in the eyes of target consumers and how its brand or hotel is recognized by consumers can marketers formulate effective marketing strategies.

4) Hotel development. Considering the preferences of the Gen Z tourists in terms of their satisfaction, one would indefinitely want to change these features in the hotels in order to attract more clientele. Yet, it is imperative to understand these factors of satisfaction as they can range from something generally meaningless to meaningful only to a specific person. Each individual makes a personal choice as to whether they have been satisfied with their vacation or stay (Shahrivar, 2012).

1.5.2 Practical perspective

In the practical perspective the above marketing strategies can be implemented and provided to various hotels and resorts, which will require them to improve their services. After all, having an insight on what their clients need and prefer, would give the hotels an upper hand over their competition and attract more clients who will fully book the facility for the entire season. This study would also allow to understand what attracts tourists in general, and Gen Z tourists in particular. If one is to understand the motivation behind the choices Gen Z tourists make, it would be easier to further promote the specific features that can influence their satisfaction and return rate (Shahrivar, 2012).

When studying the choices of the Generation Z Chinese tourists to visit Phuket one sees here several implications:

Firstly, it will help the hotel industry of Phuket Island improve and improve its service quality and level for Chinese tourists, and arrange to correspond marketing.

Second, help to find more opportunities to explore the Chinese market.

1.6 Definition of Terms

Generation Z or Gen Z, also known by a number of other names, is the demographic cohort after the Millennials. There is no precise date for when Generation Z begins, but demographers and researchers typically use the mid-1990s to mid-2000s as starting Booking Internet years. There is little consensus regarding ending Booking Internet years. Most of Generation Z have used the Internet since a young age and are comfortable with technology and social media.

Boutique hotel is a small hotel which typically has between 10 and 100 rooms in unique settings with upscale accommodations and individualized unique selling points (USPs). Boutique hotels were a popular style in the 1980s and 1990s.

CHAPTER 2

LITERATURE REVIEW

This chapter is a literature review, which mainly introduces the theoretical concepts that provide academic views for this topic. It includes the literature definition and the factor theory to be studied in this study. A research framework is proposed. Therefore, the main purpose of the second chapter is to provide enlightenment and guidance for this study.

2.1 Travel Motivation

2.1.1 Motivation

Wang (2013) research on push-pull factors that promote guests to choose to stay in boutique hotels in Xiamen, China. The study provides an in-depth understanding of the motivational factors for consumers to stay in local boutique hotels. There are significant differences in age, marital status and income; There was no significant difference in gender and employment status. Respondents aged 26 or older showed higher motivation on "social network" and "website value". This means that this group of guests may have higher motivation to interact with people in boutique hotels, and they may seek better treatment when staying in boutique hotels. Therefore, the results show that practitioners recognize the motivation of "social network" and "website value".

Yoona and Uysal (2003) offers an integrated approach to understanding tourist motivation and attempts to extend the theoretical and empirical evidence on the causal relationships among the push and pull motivations, satisfaction, and destination loyalty. The research model investigates the relevant relationships among the constructs by using a structural equation modeling approach. It can be concluded that tourism destination loyalty has causal relationships with motivation and satisfaction. Additionally, the push motivation separately from the pull motivation determines the destination loyalty.

2.1.2 Service Quality

Boon, Sook and Siang (2017) report that service quality plays a significant role in managing a hotel organization that a good service quality helps the hotel to create a positive image and maintain a good customer relationship within consumers who visited the particular hotel. Therefore, a combination of good service quality and unique theme can be a very strong competitive advantage. This is very helpful to this study.

2.1.3 Generation Z

Various studies proposed by Wilson (2017) show that although generation Z appears after the millennium, it will not follow them in choice. Retailers trying to get future customer wallets from generation Z must understand that these people are representatives of today's most digital and socially engaged generation. Therefore, we must focus on innovative means to interact with them. A new study by Accenture

shows that the way to the core of generation Z is through advanced digital products, such as the Internet, which purchases products through video social platforms, including Youtube, Facebook, Instagram and Snapchat (Wilson, 2017). At the same time, it is found that retailers should not ignore physical stores. 60% of generation Z representatives still like to buy in stores, and 46% still go there to get more information about products before buying online. In the United States, 77% of generation Z respondents said that physical stores were their preferred business channel (Wilson, 2017). Based on a survey of nearly 10000 consumers around the world, Accenture report identified various consumption habits and preferences of generation Z consumers, which forced retailers to further reflect and restructure their digital consumption Internet and shopping methods.

Yet, the same report further states that social media should become one of the main direct trade channels for generation Z as 69% are interested in buying through social media directly. In addition, 44% cite social media as a popular source of inspiration for shopping, and 37% last year increased the number of social media views to make buying decisions (Wilson, 2017). Social media has succeeded in targeting Generation Z buyers who are true digital natives. Yet, in order to succeed in this increasingly digital world, retailers need to understand the expectations of generation Z, their circles of influence and behavior (RTG Consulting, 2018). The study also showed that buyers of generation Z are attracted to new trading methods. Nearly three-quarters (73%) of generation Z buyers are interested in choosing

fashionable offers by subscription, and 71% in automatic buying programs, and the overwhelming majority agree to shift more than 50% of all their purchases to a single retailer so as not to waste time (Wilson, 2017).

Two-thirds (66%) of Gen Z buyers use Instagram regularly, and twice as often as millennials. The same statistics has been gathered for Snapchat (54% versus 38%). What is interesting is that Gen Z representatives have been claimed to regularly refer to their "influence" circles (Wilson, 2017). Consumers of the Z generation are more likely to buy goods on the advice of family members and friends, based on the results of watching a video on YouTube or guided by comments in social media.

Gen Z consumers in China embrace online ecommerce sites that allow peer-to-peer transactions such as Taobao and second-hand marketplace Xianyu to a greater extent than their elders. Our research shows that 43 percent favor these platforms, while the same is true for only 38 percent of Millennials, and 35 percent of Gen X. However, the preference does not extend to individual sellers on other social media platforms (e.g. Weishang) at a similar level of appreciation, potentially because of greater transparency and more quality assurance on Qunar and Xiecheng.

Satisfaction and revisit

The Thai people have always been known for their friendliness and politeness. According To Rattanapian (2016), Thailand is also known as excessive smiling. Therefore, the service of Thai Hotel and tourism employees is polite, warm, sincere and trustworthy. And Thailand has a wide range of accommodation facilities, as one

of the tourism facilities, including family accommodation, resort, City Hotel, boutique hotel or luxury hotel. The reputation of luxury hotels, resorts and spas is also well known. Hotel service is an important motivation to attract Chinese tourists to Phuket (Amonhaemanon & Amornhaymanon, 2015).

Novelty/relaxation, exploration and interpersonal relationship are the three motives to stimulate tourism consumption. One respondent said that leisure and vacation are the main purpose of tourism (Lin, 2014). The research results show that in order to novelty / relaxation and exploration, travel with family and friends to experience different landscapes and cultures, These studies believe that novelty/relaxation and exploration are the main driving factors of Chinese tourists' Tourism (Kau and Lim, 2005).

The satisfaction is the most factor drive revisit intention, followed by the travel motivation, and attitude, respectively. In addition, it was found that among the travel motivation factors; "novelty" was the most influenced factor of return intention, therefore; "novelty" is the key important, keeping tourists return to Thailand. The second objective was to examine the differences of travel motivation between first time and repeat visitors. The results showed that repeat visitors viewed "relaxation" and "shopping" as factors drive them to return to Thailand than the first time visitors. The third objective was to describe Thailand's destination image with the aspect of "novelty", "relaxation", and "shopping". According to the perspective of repeat visitors, they tend to perceive Thailand as the destination for "relaxation" and

"shopping" more than the first time visitors, therefore it's possible to conclude that not only "novelty" that bring tourists keep visiting Thailand, "relaxation" and "shopping", especially in the view of repeat visitors, could be the potential factors foster East Asian tourists return to Thailand and could be the new elements represent Thailand destination image (Thammadee & Intravisit, 2015).

2.2 Tourist Satisfaction

Tourist satisfaction is the positive perception or feeling formed or obtained by tourists through participating in recreational activities, which is expressed as the degree of pleasure obtained from these experiences (Chen & Tsai, 2007). Tourist satisfaction affects destination choice, so it is also very important for tourism management. Previous studies Baker and Crompton, 2000; Engeset & Elvekrok 2015; Prayag & Ryan (2012) agrees that satisfied tourists are more likely to express positive comments on the destination to others.

According to Oliver (1997) satisfaction is a positive and a significant factor influencing the decision making process of the individual through the fulfillment of the latter's expectations. Generation Z representatives grew up in a fairly stable environment, most of them did not have a hungry childhood, their parents, as a rule, have a higher education and a good job. They have a relaxed attitude to money, they love and appreciate life, and they know how to relax. These are people with open thinking, inquisitive, freedom loving (Fromm & Read, 2018). Thanks to traveling

with their parents, they have become acquainted with different countries since

childhood, and therefore they are more tolerant of other cultures. They are more open

to anything that is new, flexible, freedom-loving and inquisitive. There is also a

downside, due to having a large number of opportunities from Booking Internet make

representatives of the Z generation more capricious, lazy, depriving them of the

Booking Internet to make efforts and solve problems.

Working to satisfy customers not only helps to retain existing customers and

the opportunity to have a repeat business with them. Satisfied customers are also

inclined to actively (and successfully) recommend the business on the basis of their

actual results and practical experience of interaction with you, which consistently

convinces even the most stubborn conservative consumers.

Which customer satisfaction methods have the highest returns? The most

"modern" approach to customer satisfaction is based on focusing and controlling the

"feelings" of the client, which arise in his purchase and/or use of the products or

services of your business. The real effectiveness of this approach is due to the fact that

the consumer is dominated by (subjective) emotional rather than (objective)

calculated motivations, and any of his actions are exclusively aimed at satisfying the

needs of his ego, which is under the powerful influence of social stereotypes.

Among the many factors that have been named to increase Gen Z client

satisfaction with the hotel they are staying at is internet available Booking Internet,

high brand awareness of the hotel, targeted content of the website, instant customer

service response, digital native services, the holiday being a package deal, being influenced by opinion makers and friends, and also the possible Booking Internet to have a fun time. Gen Z representatives are only satisfied whenever all of the requirements that they set before the specific hotel are met. Considering that some of their expectations are not met, this will be the decisive factor once they make the decision to go for a holiday as to whether they will return or not.

In today's world, building loyal customer relationships is crucial to the success of your business. If people do not find your product useful and do not see any value in it, they simply stop paying for it and go straight to one's competitors (Shahrivar, 2012). In other words, if you do not cope with your obligations in terms of customer relations, they leave you in the hope of finding a more worthy alternative.

Traditional approaches that use various Booking Internet of material incentives for regular customers can also be successfully applied. However, as soon as a consumer is exposed to marketing tactics aimed solely at satisfying his individual ego, the return on any other approaches is noticeably reduced. It should be noted that such a tendency is observed especially brightly in the post-Soviet era China, which, in turn, can rather be explained by historically prolonged suppression of individualism in favor of collectivism and then its sharp reverse transformation.

Why exceed the expectations of their customers? Here again there is a key element relating to the psychological nature of needs. It is a priority focus on the "feelings" of consumers. The fact is that when a person experiences emotional arousal

from the usual "average" level, such as, for example, exceeding his expectations from

a purchase, an interesting phenomenon is observed: a person remembers much better

and remembers his feelings from such a situation much longer. He also has a

long-lasting highly positive attitude towards such a company. At the same time, the

consumer sometimes even lacks a constructive explanation for such an attitude.

Successful sellers use this approach "from time immemorial", and they are absolutely

clear about the extraordinary usefulness and cost? effectiveness of this method in the

long term.

In order to measure the general level of satisfaction one can use several

parameters.

1) Churn

It is a quantitative expression of customer churn, which is used to measure

the proportion of the number of customers lost and the total number of customers in a

specific time period. Customer churn rate is the main indicator to judge customer

churn, which intuitively reflects the operation of the enterprise in each time period.

2) Expansion revenue

Expansion revenue is the percentage of new profits one receives from

current customers. This metric shows how well customers grow as the product grows.

Increasing up-sale and cross-sales of income is obtained when users switch to more

expensive rooms, use additional features or functions.

3) Net Promoter Score (NPS)

Net Promoter Score is one of the most common metrics that characterize customer satisfaction. The main reason for the popularity of this indicator lies in its simplicity: in the NPS survey, you ask your client the only question: "What is the probable Booking Internet that you will advise this company / product / service to a friend or colleague?". And then he/she must choose his answer on a scale from 0 to 10.

4) Customer Satisfaction Score (CSAT)

CSAT is an average measure of customer satisfaction with a specific experience that interacts with your company, such as receiving a response from support services or returning products. It can be measured by sending an automated questionnaire to users, asking them to rate their satisfaction in the range of 1 to 5 (very dissatisfied to very satisfied).

It is necessary to strive for the following indicators:

Customer churn: below 5%.

Expansion MRR: Enough revenue to compensate for customer churn.

NPS: 50 is good. (However, by comparison, Apple's last NPS score was 89).

CSAT: 80%

2.3 Revisit Intentions

Jang and Feng (2007), said revisit intention is defined as "the degree to which a person consciously plans to implement or does not implement certain future behaviors". In this study, revisit intention refers to the possibility of tourists returning to boutique hotels in the future.

Baker and Crompton (2000) called revisit willingness as tourists' willingness to revisit within a year and their willingness to often go to their destinations. Therefore, for the service provider, the important result is a satisfied customer who wants to return to the destination (Shonk & Chelladurai, 2008). One of the most important factors affecting customers' revisit intention may be satisfaction (booking Internet, Bigne, Sanchez & Sanchez, 2001). Another factor in assessing behavioral intention includes the desire to recommend to others and a positive word of mouth (booking internet, (Bigne, Sanchez & Sanchez, 2001). Tourists' revisit intention at the destination may be affected by the performance of the destination itself, such as publicity and dissemination of news about new scenic spots at the destination (Aziz, Ariffin, Osmar & Evin, 2012). Revisit intention can be seen as an extension of satisfaction rather than from the decision-making process to the initiator of revisit (Um, Chon & Ro, 2006). After reaching an agreement with Han, Back and Barret (2009), whether they have a positive attitude towards the service provider or not, the revisit intention can be described as a great possibility of online revisit.

Customer satisfaction is very important because it will affect customers' expectations and intentions to revisit the website (hotel service and Weiermair, 2004). Booking the Internet shows that satisfaction has an impact on revisit intention. However, the lack of theocracy and empirical evidence can link the antecedents of revisiting intention of tourist attractions (Aziz et al., 2012; Li & Wu, 2013).

Satisfaction is a decisive factor in determining whether a customer will visit the destination again or repeat purchase. It is also a central variable in consumer behavior research because it has a strong impact on customer loyalty and the intention to revisit the place (Kim, Duncan & Chung, 2015). Therefore, meeting customers is crucial because customer satisfaction will affect customers' expectations and intentions to return or visit the destination again in their next purchase decision (Weiermair, 2004).

Representatives of generation Z believe that one can settle nicely in life without possessing special knowledge. At the same time, a large part of this generation is subject to manipulative influence, they are very dependent on the Internet, becoming "slaves of public opinion". From the web, they draw samples and standards: how to dress, how to behave, how to live correctly (Seemiller & Grace, 2019). But "right" means for them to be like everyone else. In matters of cultural values, this generation tends to follow the Western lifestyle with its values. Generation Z causes erosion of life principles and landmarks, the causes of which are the unbridled dynamics of social processes (life principles quickly become obsolete);

ideological gap with parents (life principles of elders for young people are not

relevant); information redundancy (information overload of the modern information

society) (Seemiller & Grace, 2019).

Generation Z is a generation of idealistic creators locked in their inner world.

Nonetheless great musicians, artists and poets will come out of them (White, 2017).

Books and board games play a large role in the leisure of the Z generation. Despite all

their romanticism and idealism, they are very practical in their leisure preferences

(White, 2017). Therefore, in order to attract generation Z to cultural institutions,

professionals of social and cultural activities will have to figure out how to Booking

Internet idealism and practicality in the strategies of their creative activity.

The perception of destination can lead to tourists' decision a making travel,

and influence on destination choice of tourist. It also can make the tourist loyalty on

destination. From the result of this research, it shows that destination image has

significant effect on the destination satisfaction since destination image is like a brand

for the destination. So, building a positive destination image is very important for

tourism industry, because a positive image of destination will attract more and more

visitor come to travel in that destination. The destination image is very important

whether in the long-term or short-term market development.

Generation theory helps to analyze the characteristics of different generations

and predict consumer behavior in the field of leisure according to their basic values

(White, 2017). Therefore, social and cultural event experts have opened up broad

prospects for social and cultural marketing research, aiming to determine the specific

characteristics of the potential target audience of leisure. At the same time, it must be

considered that when the satisfaction rate is high, the level of revisit intention will

also be high. In addition, if the scores of NPs and CSAT are high, it indicates that the

customer's return is also high, whether they want to try something new or not.

2.4 Hypothesis Development

    2.4.1 Research Model and Hypotheses

Figure 2.1: The Proposed Framework
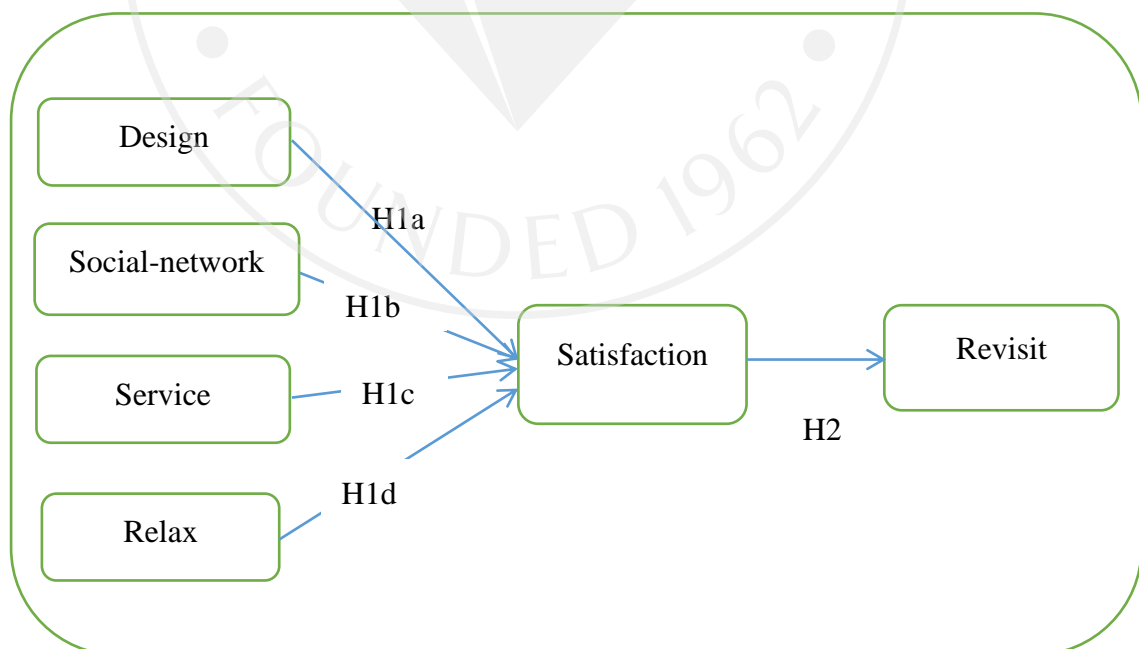
The conceptual framework of this study is established through integration and adaptation analysis models, which have been applied in previous related research and literature review. Therefore, the attributes and factors in the conceptual model of this study are selected and adapted from previous studies to be most suitable for this study. In short, the model consists of independent variables and dependent variables. For the purpose of this study, the dependent variables are expressed as tourist satisfaction and the possibility of revisiting the hotel in the future. Independent variables include tourist attitude, service and hotel marketing channel. The conceptual model is shown in the figure.

The consumption a Booking Internetlity and willingness of Generation Z is the highest, so it will become the research object of this paper (Cheer & Han, 2018). The boutique hotel is most popular among young people because of its small size and unique features, coupled with moderate prices.

2.4.2 The Relationship of Travel Motivation and Satisfaction

Different tourism motives affect the choice of destination, as well as tourists' satisfaction with the destination and tourists' loyalty to the destination (Barksy, 1992). Therefore, it is very necessary to study tourism motivation. This paper will draw lessons from the previous research on tourism motivation and establish a model to achieve the research purpose.

2.4.3 The Relationship of Satisfaction and Revisit Intention

Many studies show that there is a positive relationship between satisfaction and repeat purchase behavior, so the evaluation of tourism satisfaction is very important. Moreover, the research also shows that tourists with high satisfaction are more willing to say positive comments about the destination to their relatives and friends, which is also of positive significance for expanding new customers.

Tourist satisfaction is an important factor in maintaining the competitive business of tourism, because it affects the choice of destination and the consumption of products and services (Kozak & Rimmington, 2000). Thaothampitak & Weerakit (2008)'s research cites the definition of satisfaction that is, "tourists' overall experience of the process and results after purchase". There is no doubt that tourist satisfaction is an important part of tourism product and service planning, because it affects the decision-making of tourists to travel again.

2.5 Research Hypothesis

H1a: Hotel design significantly effects tourist's satisfaction

H1b: Social media significantly effects tourist's satisfaction

H1c: Service significantly effects tourist's satisfaction

H1d: Relaxation significantly effects tourist's satisfaction

H2: Tourist satisfaction positively affect revisit intention.

Repeat Visitation

Many destination areas have to rely heavily on repeat visits (Gitelson & Crompton, 1984). They also identified five reasons for people's repeated visits: risk reduction / satisfaction with a specific destination, risk reduction / finding similar people, emotional attachment to a place, further exploration of the destination, and showing the destination to others.

Fakeye and Crompton (1991) studied the perceived differences between potential first-time and returning tourists in the lower Rio Grande basin. They found that first-time visitors believed that nature and culture, as well as accommodation and transportation, were more important, while second-time visitors believed that food, friendly people, bars and evening entertainment were more important.

The marketing model of each specific destination, namely the Phuket boutique hotels, includes the following main characteristics: personal and social motivation factors; incentives to travel; qualitative and marketing characteristics of the tourist product of each specific destination. These factors influence the satisfaction of the clientele, in its own turn facilitating a greater proba Booking Internetlity of client return. Comprehensive and systematic use of these elements ensures the offer of an integrated tourist product and maximum realization of the purpose of travel of each tourist. As a separate view of the marketing of destinations, it is important to note the client-oriented approach as a tourist destination. Destination is understood as a service system, an expanded, client-oriented product with its own characteristics, such as

image, location, service, and hospitality. Client-focused theories are based on tourist experience and focus on the tourism industry on consumer values. However, they do not take into account the interaction of all participants in the tourist destination, the dynamic processes that take place between them. Consequently, the basis is the creation and exchange of consumer values, individual tourist experience, cognitive process, which is deliberately or unknowingly managed by a tourist. Thus, the return rate to the Phuket boutique hotels on the part of the Chinese Gen Z representatives is dependent on their satisfaction rate attained at their holiday destination, characterized on whether their motivations were met.
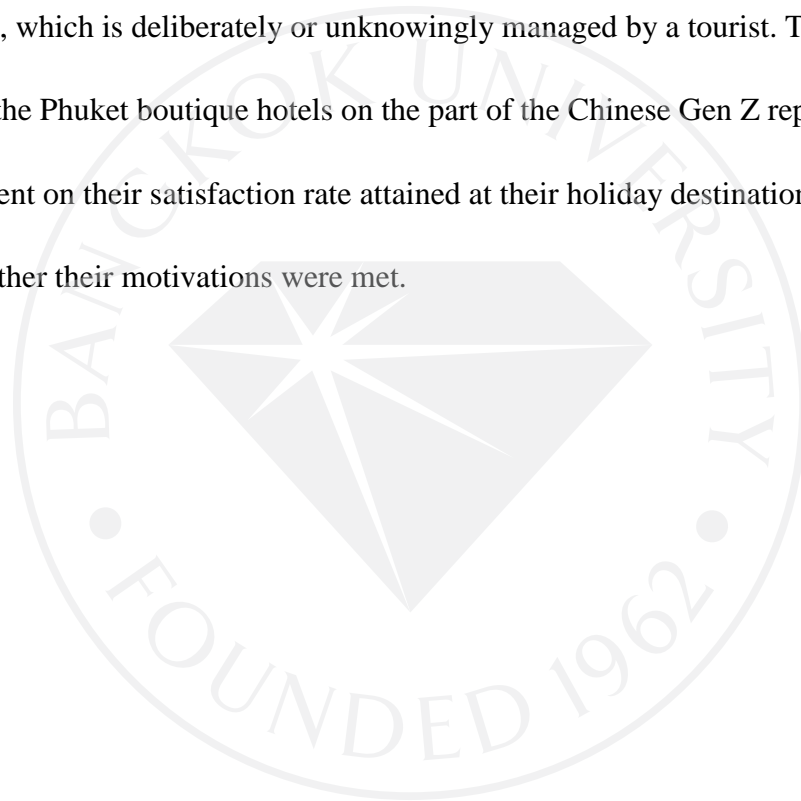
CHAPTER 3

METHODOLOGY

3.1 Method

This study was designed by using questionnaires technique with convenience sampling method. Considering the fact that Gen Z tourists are inclined to spend a lot of time online in various kinds of social media. Since the focus are Gen Z from China and Facebook is unavailable in this country it was decided to conduct a survey using it was decided to create a survey on Weibo social media platform in order to receive a response as to what is it that Gen Z are looking for in their travels. Because the Covid-19 pandemic, the questionnaire of this article adopts online questionnaire. The available literature review has demonstrated that there are specific variables that attract Gen Z tourists and which they are looking for. However, it is important to understand which of these factors entice and attract Chinese Gen Z to visit Phuket boutique hotels.

The survey consists of three parts. The first part contains general information: Respondents' age, gender, personal travel times in a year, vacation stay time and general characteristics of the hotel they are looking for. The second part contains the specific variables of interest. The second part of the survey focuses on the hotel's preference in terms of Internet presence and high brand awareness on social media, target content on the website, perfect customer service with instant response, digital

local characteristics, existence of package transaction, influence of opinion makers,

etc., because their friends will go there and focus on interesting aspects, because this

is a holiday, And they may return to the same hotel on their next arrival. Participants

will answer according to the 7-point Likert scale. Their responses were measured by

(1) strong disagreement, (2) disagreement, (3) minor disagreement, (4) neither

agreement nor objection, (5) minor agreement, (6) agreement and (7) strong

agreement. The third part includes the personal opinions that the participants are

willing to provide.

Gen Z representatives are a generation of experienced consumers who know

what they want and how to get it. Thus, if they would not like something during their

stay, it is doubtful that they will return.

3.2 Instrument Development

An online questionnaire was used in this study. Qualtrics is an online survey

tool used to collect data. Translate the questionnaire containing the above

motivational factors into Chinese and publish it on the Chinese special collection

questionnaire app "Wen Juan Xing"

(1 —"strongly disagree" 7— "strongly agree") is used as response format

for the perception was as follows:

Strongly Disagree, (2) Disagree, (3) Slightly Disagree, (4) Neither Agree

Nor Disagree, (5) Slightly Agree, (6) Agree, and (7) Strongly Agree.

Table 3.1: Online Questionnaire Design

Items	Modified	ApplicaBooking Internetlity							Comments
1. Tourism' Motivation of Design									
I booking the boutique hotel because of decoration.	Wang (2013)	1	2	3	4	5	6	7	
I enjoy the boutique hotel because of design.	Wang (2013)	1	2	3	4	5	6	7	
I choice the boutique hotel because of special themes	Wang (2013)	1	2	3	4	5	6	7	
The good decoration makes me want to revisit	Wang (2013)	1	2	3	4	5	6	7	

Table 3.1 (Continued): Online Questionnaire Design

Items	Modified	Applicability							Comments
2. tourism' motivation of social media									
I booking the boutique hotel because i find it in network	Wilson (2017)	1	2	3	4	5	6	7	
I trust the evaluation of the hotel in social media	Wilson (2017)	1	2	3	4	5	6	7	
I were share my favorite hotel on social network	Wilson (2017)	1	2	3	4	5	6	7	
I follow Hotel news on social media	Wilson (2017)	1	2	3	4	5	6	7	

Table 3.1 (Continued): Online Questionnaire Design

Items	Modified	Applicability							Comments
3. tourism' motivation of Hotel service									
I enjoy the service of the hotel	Amonhaemanon and Amornhaymanon (2015)	1	2	3	4	5	6	7	
(I won't visit Hotels with poor service	Amonhaemanon and Amornhaymanon (2015).	1	2	3	4	5	6	7	
I will care about the evaluation of hotel service		1	2	3	4	5	6	7	
Hotel service is an important factor affecting hotel reputation		1	2	3	4	5	6	7	

Table 3.1 (Continued): Online Questionnaire Design

Items	Modified	Applicability							Comments
4. tourism' motivation of relax									
Relaxation is the main purpose of my travel	Kau and Lim (2005)	1	2	3	4	5	6	7	
Good travel makes me feel relaxed	Kau and Lim (2005)	1	2	3	4	5	6	7	
I don't like to rush on a travel	Kau and Lim (2005)	1	2	3	4	5	6	7	
When choosing a hotel or destination, I will consider the factors of relaxation and comfort	Kau and Lim (2005)	1	2	3	4	5	6	7	
5. tourism' satisfaction									
I am satisfied with my decision to visit this hotel	Rather and Sharma (2017)	1	2	3	4	5	6	7	

Table 3.1 (Continued): Online Questionnaire Design

Items	Modified	Applicability							Comments
5. tourism' satisfaction									
My choice to choose this hotel was a wise one	Rather and Sharma (2017)	1	2	3	4	5	6	7	
(I feel that my experience with this hotel has been enjoyable	Rather and Sharma (2017)	1	2	3	4	5	6	7	
6. tourism' s revisit intention									
I would say positive things about this hotel to other people	Rather and Sharma (2017)	1	2	3	4	5	6	7	
I would stay in this hotel again in the next few years.	Rather and Sharma (2017)	1	2	3	4	5	6	7	

Table 3.1 (Continued): Online Questionnaire Design

Items	Modified	Applicability							Comments
6. tourism' s revisit intention									
I would recommend this hotel to someone who seeks my advice	Rather and Sharma (2017)	1	2	3	4	5	6	7	

3.3 Participants

There will be 394 participants in the survey. Due to covid-19, I can't go to Phuket for field investigation, Look for Chinese tourists who have visited Phuket on Weibo social platform and Wenjuanxing APP. Among them, 87.31% are 21-40 years old and 63.96% are girls Undergraduate rate 63.45%.

3.4 Study Location

Phuket, the site of this study, is a famous tourist destination. In 1998, the German global magazine named Phuket Island. In 1999, Phuket was also selected as the winner of the world's best tourist island award. At present, Phuket is the main city of tourism in the country (Maneerat, 2006). According to the government's plan to

locate Phuket as a world-class tourist destination, the number of tourists is expected to

increase every year. The Chinese tourist market still has great potential in Phuket,

especially for the younger generation, so this study takes Phuket as an example.

3.5 Process

Set questions on the wenjuanxing APP and then send a link to the Weibo

social platform, which is a public platform and most users are Chinese. People who

have been to Phuket Click to fill in the questionnaire according to their own situation

and can share it with their friends.

3.6 Analysis

The analysis process will include descriptive statistics analysis, factors

analysis and structural equation modeling (SEM).

3.7 Factor Analysis

Often, in a data set, objects are described by a huge number of signs.

However, the following problems may occur:

The presence of weak informative and non-informative features;

Multicollinearity.

Analyzing a large number of signs for these problems is extremely difficult.

In this case, it is more appropriate to apply the principal component method, which is

implemented in the handler factor analysis. As a result, a new feature space of a smaller dimension will be obtained, free from the above disadvantages.

Factor analysis is based on the principal component method. The algorithm is based on the transformation of the original matrix and the calculation of the eigenvalues. The geometric meaning of the transformation is as follows. Coordinate axes in the original feature space are rotated. As a result, each axis forms a new factor. Based on the matrix obtained from the original data set, the significance for each factor is calculated in the new feature space. The reduction in dimension is that only new factors with high significance will be left.

In practice, analysts are most often interested in factor analysis with orthogonal rotation of the axes, when, when the axes of coordinates are rotated, the angle between the factors remains right.

3.8 SEM

Research in the field of psychological and pedagogical sciences, focusing on the consideration of phenomena as complex, dynamic, self-organizing systems, indicate the need to master and further develop the appropriate mathematical apparatus: structural modeling, logistic models, etc. One of the modern mathematical methods is structural modeling or structural equation modeling (structural equation modeling). Structural modeling based on correlation-regression, path and factor analysis, as a method for modeling causal relationships and latent structures, is a

popular tool in the work of psychologists.

This study adopts structural equation modeling, which is a set of mathematical model, computer algorithm and statistical method (SEM). SEM includes confirmatory factor analysis, path analysis, partial least squares path analysis, AMOS and potential growth model. Structural equations have been used in confirmatory analysis to evaluate the scale used to measure the "score" of potential variables.
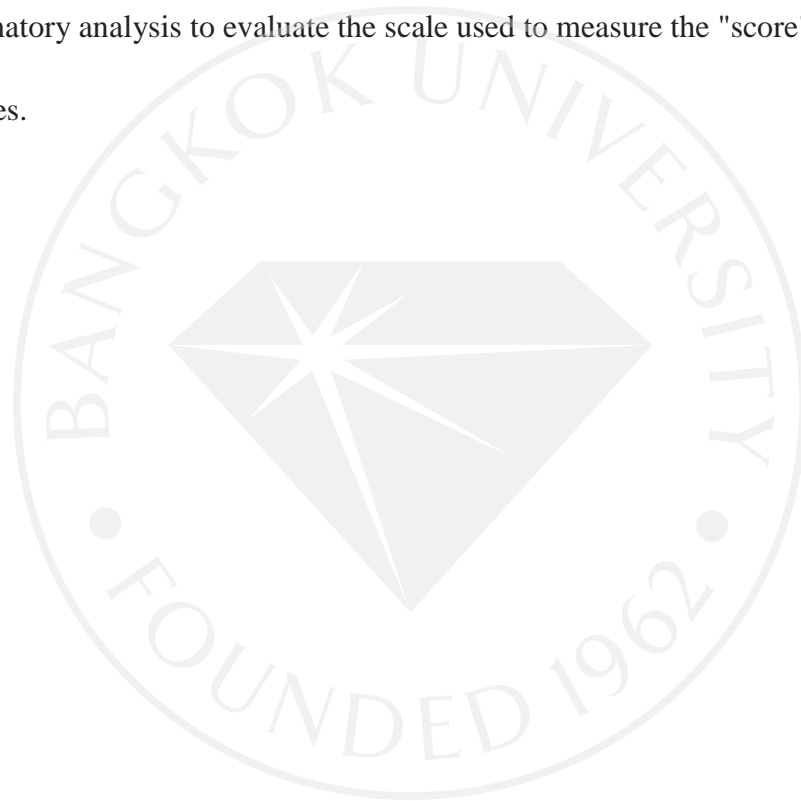
CHAPTER 4

FINDINGS

The results of this study support the previous research of Cheer and Han (2018) and Goh (2015), which also shows that decoration, design, service and experience have a significant relationship with revisit intention.

SPSS 23.0 and Amos 24.0 were used for descriptive statistics, reliability analysis, validity analysis, independent sample t-test, one-way ANOVA, correlation analysis, confirmatory factor analysis and structural equation analysis.

4.1 Descriptive Statistics

In order to understand the basic situation of the respondents, descriptive statistics is used to analyze the basic information. The results are as follows:

Table 4.1: Frequency and Percentage of Respondents

subject	Option	frequency	percentage
Age	0-20	32	8.1
	21-40	344	87.3
	41-60	18	4.6

(Continued)

Table 4.1 (Continued): Frequency and Percentage of Respondents

subject	Option	frequency	percentage
Gender	Man	142	36.0
	Woman	252	64.0
How many times	1	148	37.6
	2-3	161	40.9
	4-6	74	18.8
	More than 7	11	2.8
Educational	High school	11	2.8
	Associate degree	52	13.2
	Undergraduate degree	250	63.5
	Master or above	81	20.6
professional	Public sector	45	11.4
	private sector	100	25.4
	Entrepreneur	25	6.3
	Student	156	39.6
	Unemployed/self-employed	68	17.3

It can be seen that a total of 394 respondents participated in the survey. In the overall sample, people aged 21-40 are in the majority, and the number of women is more than that of men. Most people have been there less than four times. The number of people with high education is higher than that of people with low education, and the number of private enterprise and students is in the majority.

4.2 Reliability Analysis

The scale data were selected for reliability and validity analysis. First, the reliability of the data is analyzed using Clonbach alpha. In reliability analysis, Cronbach α The coefficient is generally greater than 0.7, indicating that the reliability of the questionnaire is high. The questionnaire can be further analyzed. As can be seen from the table below, the Cronbach alpha coefficient of the questionnaire is 0.926 > 0.7.

Table 4.2: Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
0.969	22

According to the Cronbach's after deletion in the following table α

Coefficient, the reliability after deletion is basically stable, indicating that the overall

reliability of the questionnaire is high.

Table 4.3: Alpha Coefficient Statistics

	Item-Total Statistics			
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q7	115.93	375.046	628	969
Q8	115.96	376.316	603	969
Q9	116.12	378.939	512	970
Q10	115.83	374.655	673	968
Q11	115.70	367.018	741	968
Q12	115.79	359.557	852	967
Q13	115.79	354.883	898	966
Q14	115.77	356.062	826	967
Q17	115.78	355.635	895	966
Q18	115.75	356.994	818	967

(Continued)

Table 4.3 (Continued): Alpha Coefficient Statistics

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Q21	115.80	357.687	859	967
Q15	115.49	376.093	720	968
Q16	115.45	374.970	626	969
Q19	115.50	371.182	762	968
Q20	115.44	373.189	743	968
Q22	115.46	372.666	771	968
Q23	115.58	373.425	756	968
Q24	115.64	373.339	747	968
Q25	115.60	374.104	753	968
Q26	115.92	367.610	819	967
Q27	116.01	367.733	812	967
Q28	115.86	369.062	834	967

4.3 Validity Analysis

Then, the factor analysis method is used for validity analysis. In the validity analysis, the KMO value is generally maintained above 0.7, and questionnaire analysis is suitable for factor analysis. It can be seen from the following table that the value obtained by the KMO test is $0.898 > 0.7$, and the sig of the Bartlett sphericity test is $0.000 < 0.001$, which is significantly effective at the 0.001 level. Therefore, factor analysis is applicable to this data.

Table 4.4: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.898
Bartlett's Test of Sphericity	Approx. Chi-Square	7069.772
	df	231
	Sig.	0.000

4.4 Difference Analysis

4.4.1 Gender Difference Analysis

According to the table below, it can be seen that the significance of the differences in various variables between different genders is less than 0.05, there is a significant difference, and the average value of women is greater than that of men,

indicating that women are significantly higher than men.

It can be seen that women are more willing to try.

Table 4.5: Comparative between Gender and Dimensions Analysis

Dimension	Option	Number of Cases	Mean Value	Standard Deviation	t	P
Decoration	Man	142	4.7148	87143	-9.951	0.000
	Woman	252	5.6071	84503		
Booking	Man	142	4.7430	1.13961	-10.349	0.000
Internet	Woman	252	5.9018	1.02412		0.000
Hotel	Man	142	5.0018	88200	-10.001	0.000
Service	Woman	252	5.9812	96083		0.000
relaxation	Man	142	5.0687	82145	-11.027	0.000
	Woman	252	6.0496	89265		0.000
satisfaction	Man	142	3.9701	1.53288	-14.551	0.000
	Woman	252	5.9712	77203		0.000
Revisit	Man	142	4.0810	1.13556	-16.978	0.000
	Woman	252	5.8433	65309		

4.4.2 Age Difference Analysis

In order to compare whether there are significant differences in Decoration,

Booking Internet, hotel service relaxation satisfaction revisit between different ages,

one-way ANOVA is used for analysis. According to the table below, it can be seen that

the significance of differences in various variables between different ages is less than

0.05, there are significant differences. It can be seen that respondents aged 21-40 are

more willing to try. This is also consistent with the analysis of Z generation in this

study.

Table 4.6: Comparative between Age Decoration, Booking Internet, Hotel Service

Relaxation Satisfaction and Revisit

Dimension	Option	Number of Cases	Mean Value	Standard Deviation	F	P
Decoration	0－20	32	4.8047	88385		
	21－40	344	5.3423	94762	5.296	0.005
	41－60	18	5.0556	99836		
Booking	0－20	32	4.7188	1.17732		
Internet	21－40	344	5.5945	1.16253	12.054	0.000
	41－60	18	4.7361	1.30179		

(Continued)

Table 4.6 (Continued): Comparative between Age Decoration, Booking Internet,

Hotel Service Relaxation Satisfaction and Revisit

Dimension	Option	Number of Cases	Mean Value	Standard Deviation	F	P
Hotel Service	0－20	32	4.9063	95620	9.364	0.000
	21－40	344	5.7064	1.03734		
	41－60	18	5.4167	82248		
relaxation	0－20	32	5.0938	93272	7.645	0.001
	21－40	344	5.7653	97544		
	41－60	18	5.4444	93367		
satisfaction	0－20	32	4.6797	1.29552	3.830	0.023
	21－40	344	5.3270	1.49631		
	41－60	18	4.7917	70320		
Revisit	0－20	32	2.1563	60158	265.319	0.000
	21－40	344	5.5029	82065		
	41－60	18	5.0000	00000		

4.4.3 Analysis of Educational Background Differences

According to the table below, it can be seen that the significant difference in

the variables of Decoration / Booking Internet / Hotel Service / Relaxation /

Satisfaction / Revisit between different educational backgrounds is less than 0.05,

And the average of the respondents with graduate and above is higher than those with

undergraduate education, higher than those with college education and higher than

those with high school, indicating that the respondents with graduate and above are

significantly higher than those with undergraduate education, significantly higher than

those with college education and significantly higher than those with high school.

It can be seen that highly educated respondents are more willing to try.

Table 4.7: Comparative between Educational Background Decoration, Booking

Internet, Hotel Service Relaxation Satisfaction and Revisit

Dimension	Option	Number of Cases	Mean Value	Standard Deviation	F	P
Decoration	high school	11	4.5	1.28938		
	junior college	52	4.7019	0.77813		
	undergraduate	250	5.23	0.91403	26.005	0.000
	Graduate and above	81	5.9383	0.73584		

(Continued)

Table 4.7 (Continued): Comparative between Educational Background Decoration,

Booking Internet, Hotel Service Relaxation Satisfaction and

Revisit

Dimension	Option	Number of Cases	Mean Value	Standard Deviation	F	P
Booking Internet	high school	11	4.2045	1.71325		
	junior college	52	4.7885	0.88891		
	undergraduate	250	5.408	1.22353	29.079	0.000
	Graduate and above	81	6.3395	0.52486		
Hotel Service	high school	11	4.7273	0.97759		
	junior college	52	4.9663	0.88149		
	undergraduate	250	5.638	1.0449	18.494	0.000
	Graduate and above	81	6.1451	0.82241		

(Continued)

Table 4.7 (Continued): Comparative between Educational Background Decoration,

Booking Internet, Hotel Service Relaxation Satisfaction and

Revisit

Dimension	Option	Number of Cases	Mean Value	Standard Deviation	F	P
relaxation	high school	11	5	0.5244		
	junior college	52	5.0288	0.88375		
	undergraduate	250	5.704	0.9415	18.926	0.000
	Graduate and above	81	6.1944	0.93958		
satisfaction	high school	11	5	0.41833		
	junior college	52	4.125	1.70603		
	undergraduate	250	5.094	1.38631	39.455	0.000
	Graduate and above	81	6.4877	0.49038		

(Continued)

Table 4.7 (Continued): Comparative between Educational Background Decoration,

Booking Internet, Hotel Service Relaxation Satisfaction and

Revisit

Dimension	Option	Number of Cases	Mean Value	Standard Deviation	F	P
Revisit	high school	11	1.5	0.31623		
	junior college	52	3.5192	0.9339		
	undergraduate	250	5.27	0.44598	530.546	0.000
	Graduate and above	81	6.6049	0.46581		

4.4.4 Analysis of Occupational Differences

According to the table below, it can be seen that the difference in various

variables between different occupations is more than 0.05, and there is no significant

difference.

Table 4.8: Comparative between Occupational Decoration, Booking Internet, Hotel

Service Relaxation Satisfaction and Revisit

Dimension	Option	Number of Cases	Mean Value	Standard Deviation	F	P
Decoration	public sector	45	5.2667	0.83155		
	private enterprise	100	5.305	0.92904		
	entrepreneur	25	5.55	1.01294	1.430	0.223
	student	156	5.1731	0.98645		
	Unemployed / individual	68	5.4301	0.96278		
Booking Internet	public sector	45	5.4667	1.20085		
	private enterprise	100	5.5125	0.97919		
	entrepreneur	25	5.55	1.19461	1.698	0.150
	student	156	5.3317	1.39878		
	Unemployed / individual	68	5.7794	0.96731		

(Continued)

Table 4.8 (Continued): Comparative between Occupational Decoration, Booking

Internet, Hotel Service Relaxation Satisfaction and Revisit

Dimension	Option	Number of Cases	Mean Value	Standard Deviation	F	P
Hotel Service	public sector	45	5.5833	1.14316	0.453	0.770
	private enterprise	100	5.6375	0.91589		
	entrepreneur	25	5.46	1.06722		
	student	156	5.6971	1.03098		
	Unemployed / individual	68	5.5478	1.18389		
relaxation	public sector	45	5.7333	1.05313	0.255	0.907
	private enterprise	100	5.6475	0.92325		
	entrepreneur	25	5.61	0.96307		
	student	156	5.6923	0.98409		
	Unemployed / individual	68	5.7831	1.06496		

(Continued)

Table 4.8 (Continued): Comparative between Occupational Decoration, Booking

Internet, Hotel Service Relaxation Satisfaction and Revisit

Dimension	Option	Number of Cases	Mean Value	Standard Deviation	F	P
satisfaction	public sector	45	5.3	1.32674	0.166	0.956
	private enterprise	100	5.1475	1.47414		
	entrepreneur	25	5.26	1.39657		
	student	156	5.2821	1.34306		
	Unemployed/ individual	68	5.2904	1.82929		
Revisit	public sector	45	5.2778	0.97442	1.912	0.108
	private enterprise	100	5.15	1.23194		
	entrepreneur	25	5.48	0.89536		
	student	156	5.0609	1.31902		
	Unemployed / individual	68	5.4853	1.08576		

4.5 Correlation Analysis

According to the table below, the correlation significance between each variable is less than 0.01, and there is a significant correlation. According to the correlation coefficient, there is a significant positive correlation between revisit and other dimensions, There is a significant positive correlation between other dimensions.
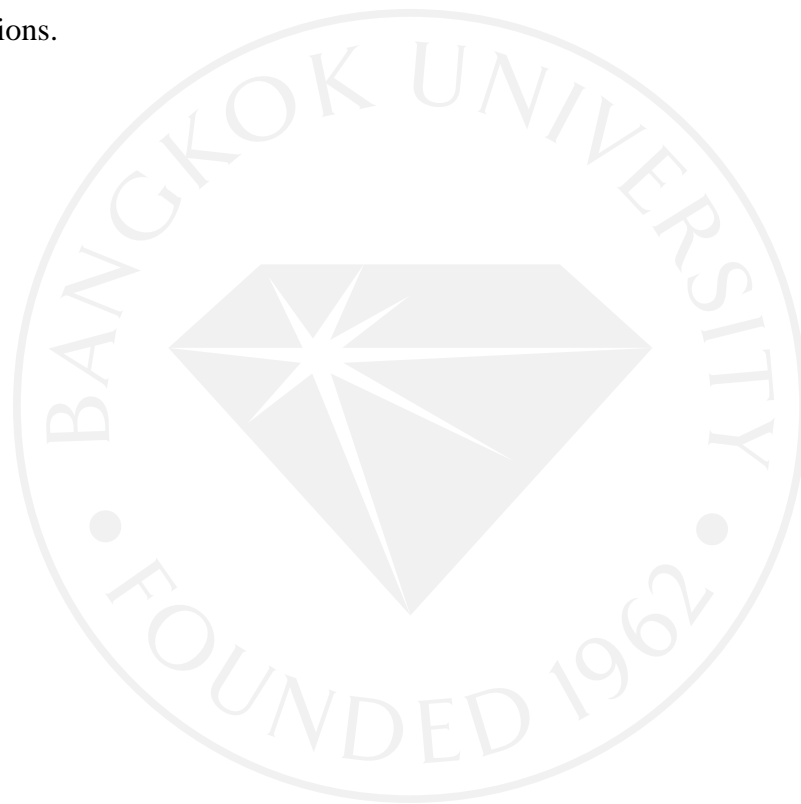
Table 4.9: The Correlation Significance between Each Variable

		Relevance					
		Decoration	Booking Internet	Hotel Service	Relaxation	Satisfaction	RI
Decoration	Pearson correlation	1	386**	241**	366**	405**	392**
	Significance (two tailed)		000	000	000	000	000
	Number of cases	394	394	394	394	394	394
Booking Internet	Pearson correlation	386**	1	280**	389**	456**	441**
	Significance (two tailed)	000		000	000	000	000
	Number of cases	394	394	394	394	394	394

(Continued)

Table 4.9 (Continued): The Correlation Significance between Each Variable

		Relevance					
		Decoration	Booking Internet	Hotel Service	Relaxation	Satisfaction	RI
Hotel Service	Pearson correlation	241[**]	280[**]	1	428[**]	420[**]	377[**]
	Significance (two tailed)	000	000		000	000	000
	Number of cases	394	394	394	394	394	394
Relaxation	Pearson correlation	366[**]	389[**]	428[**]	1	470[**]	375[**]
	Significance (two tailed)	000	000	000		000	000
	Number of cases	394	394	394	394	394	394

(Continued)

Table 4.9 (Continued): The Correlation Significance between Each Variable

		Relevance					
		Decoration	Booking Internet	Hotel Service	Relaxation	Satisfaction	RI
Satisfaction	Pearson correlation	405[**]	456[**]	420[**]	470[**]	1	483[**]
	Significance (two tailed)	000	000	000	000		000
	Number of cases	394	394	394	394	394	394
Revisit	Pearson correlation	392[**]	441[**]	377[**]	375[**]	483[**]	1
	Significance (two tailed)	000	000	000	000	000	
	Number of cases	394	394	394	394	394	394
**. At the 0.01 level (two tailed), the correlation was significant							

4.6 Confirmatory Factor Analysis

Confirmatory factor analysis was used to analyze the questionnaire. Generally speaking, in confirmatory factor analysis, the standardized factor load is greater than 0.6, the combined network reliability is greater than 0.7, and the average extraction variance AVE is greater than 0.5, which can reflect that the data has good combined network reliability, network and structural validity.

Figure 4.1: Confirmatory Factor Analysis
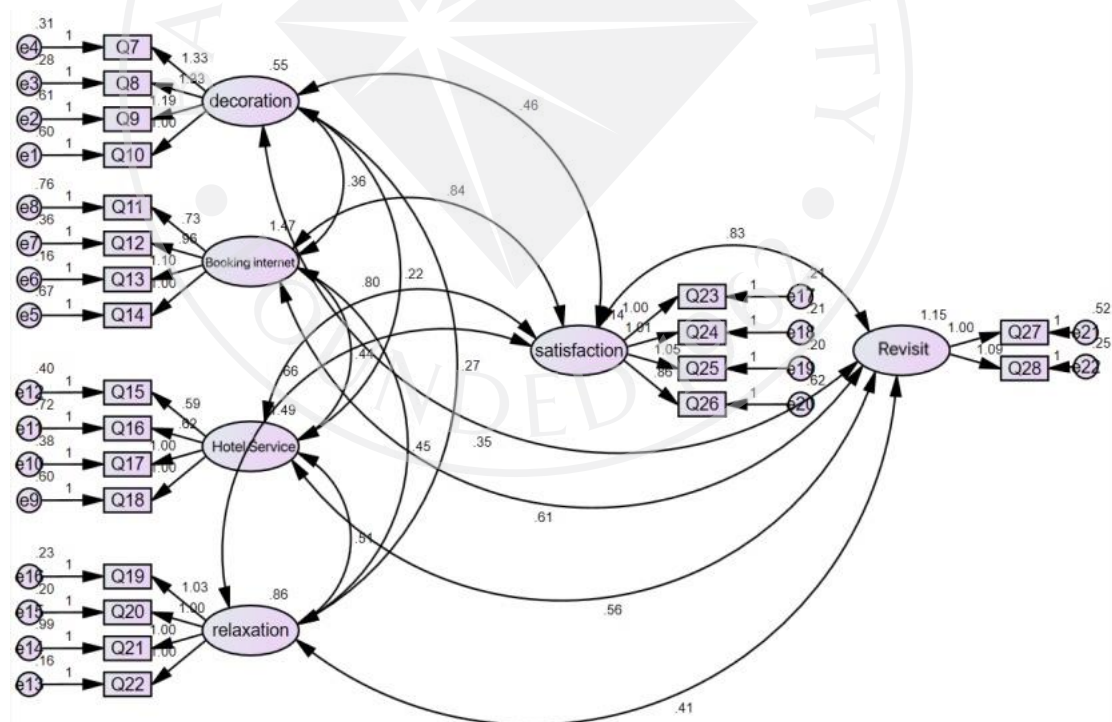
According to the following table, the fitting degree of confirmatory factor analysis meets the ideal value, indicating that the analysis result is relatively reliable.

Table 4.10: The Fitting Degree of Confirmatory Factor Analysis

	CMIN/DF	NFI	IFI	TLI	CFI	RMSEA
Ideal value	≤5.00	≥0.90	≥0.90	≥0.90	≥0.90	≤0.08
Fitting degree	1.730	0.954	0.980	0.976	0.980	0.043

According to the table below, we can see that the standardized factor load of

each topic and the CR value and Ave value of each dimension meet the standards,

indicating that the data have good combination reliability and structural validity.

Table 4.11: The CR value and Ave Value of each Dimension

Dimension	Subject	Normalized Factor Load	CR	AVE
Decoration Design	Q7	0.756	0.743	0.429
	Q8	0.777		
	Q9	0.561		
	Q10	0.475		

(Continued)

Table 4.11 (Continued): The CR value and Ave Value of each Dimension

Dimension	Subject	Normalized Factor Load	CR	AVE
Booking Internet	Q11	0.507	0.823	0.548
	Q12	0.789		
	Q13	0.917		
	Q14	0.688		
Hotel Service	Q15	0.562	0.728	0.412
	Q16	0.44		
	Q17	0.795		
	Q18	0.713		
Relaxation	Q19	0.802	0.828	0.556
	Q20	0.809		
	Q21	0.467		
	Q22	0.842		
Satisfaction	Q26	0.718	0.925	0.757
	Q25	0.922		
	Q24	0.912		
	Q23	0.911		

(Continued)

Table 4.11 (Continued): The CR value and Ave Value of each Dimension

Dimension	Subject	Normalized Factor Load	CR	AVE
Revisit	Q28	0.843	0.741	0.591
	Q27	0.686		

4.7 Structural Equation

Next, the hypothesis is verified by structural equation model (SEM).

Structural equation model (SEM), also known as covariance structural model, is an

important multivariate analysis tool. The model analyzes the relationship between

features based on the covariance matrix of feature variables. In many studies of social

science, economics, finance, psychology and management, there are often potential

variables that cannot be observed directly, such as learning motivation and user

satisfaction, but the traditional statistical methods cannot solve these problems well.

The structural model has matured in the 1980s, which can make up for the

shortcomings of statistical methods. Structural equation model can deal with multiple

dependent variables at the same time, that is, endogenous variables. In the regression

coefficient of traditional regression model and the path coefficient of path analysis,

each dependent variable is calculated one by one, ignoring the influence of other

dependent variables. In the structural equation, the existence of other factors will be

fully considered, that is, under the consideration of other simultaneous variables, the

structure within each factor will be adjusted and changed, so that not only the

relationship between factors will change, but also the structure within factors will

change.

Firstly, the hypothesis is established according to the theory:

H1 decoration can positively affect satisfaction

H2 Booking Internet can positively affect satisfaction

H3 Hotel Service can positively affect satisfaction

H4 relaxation can positively affect satisfaction

H5 decoration can positively affect Revisit

H6 Booking Internet can positively affect Revisit

H7 Hotel Service can positively affect Revisit

H8 relaxation can positively affect Revisit

H9 satisfaction can positively affect Revisit

The structural equation is used to verify the path coefficient of the model,

according to the table below, each fitting index has reached the ideal value, indicating

that the fitting degree of the model is good.

Figure 4.2: The Structural Equation is used to Verify the Path Coefficient of the
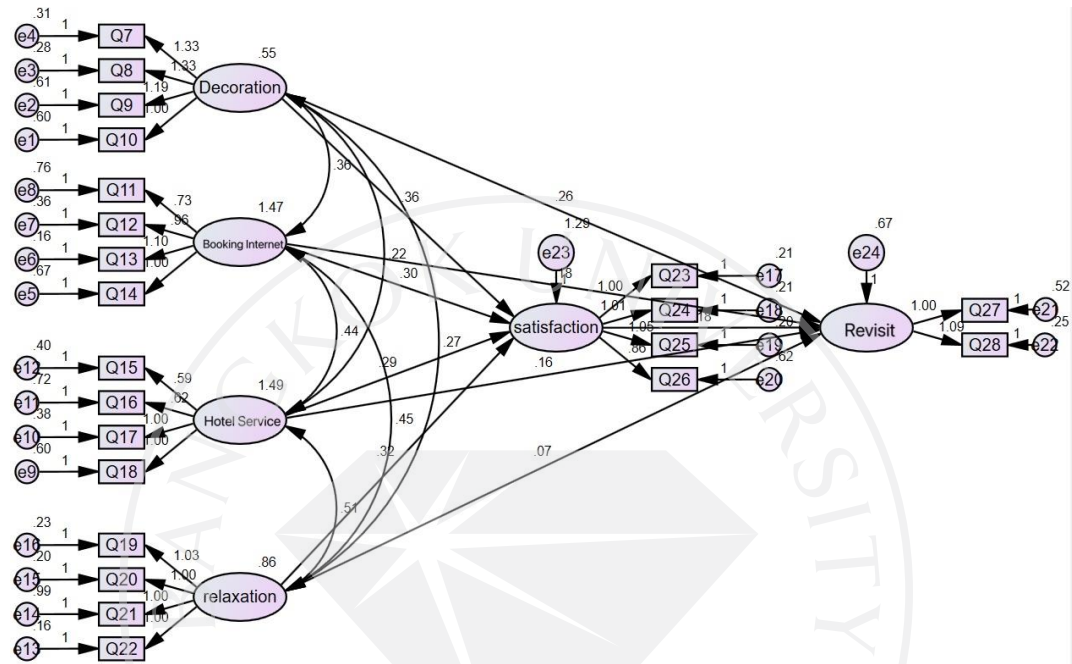
Model

Table 4.12: The ideal value, indicating that the fitting degree of the model is good

	CMIN/DF	NFI	IFI	TLI	CFI	RMSEA
Ideal Value	≤5.00	≥0.90	≥0.90	≥0.90	≥0.90	≤0.08
Fitting Degree	1.730	0.954	0.980	0.976	0.980	0.043

Next, verify the hypothesis. According to the table below, it can be seen that

the significance of relaxation on revisit is greater than 0.05, and the hypothesis is not

tenable; The significance of other paths is less than 0.05, and the hypothesis is true.

Table 4.13: The Significance of Hypothesis

Route	SE	Estimate	S.E.	C.R.	P	Hypothesis
Decoration→ satisfaction	0.182	0.361	0.1	3.593	***	establish
Booking Internet →satisfaction	0.244	0.295	0.06	4.926	***	establish
Hotel Service→ satisfaction	0.239	0.287	0.06	4.766	***	establish
relaxation→ satisfaction	0.205	0.325	0.083	3.893	***	establish
Decoration→ Revisit	0.182	0.263	0.08	3.268	0.001	establish
satisfaction→ Revisit	0.246	0.18	0.043	4.172	***	establish
relaxation→ Revisit	0.057	0.066	0.066	0.996	0.319	Not established

(Continued)

Table 4.13 (Continued): The Significance of Hypothesis

Route	SE	Estimate	S.E.	C.R.	P	Hypothesis
Hotel Service→Revisit	0.188	0.165	0.049	3.364	***	establish
Booking Internet→Revisit	0.205	0.181	0.049	3.714	***	establish
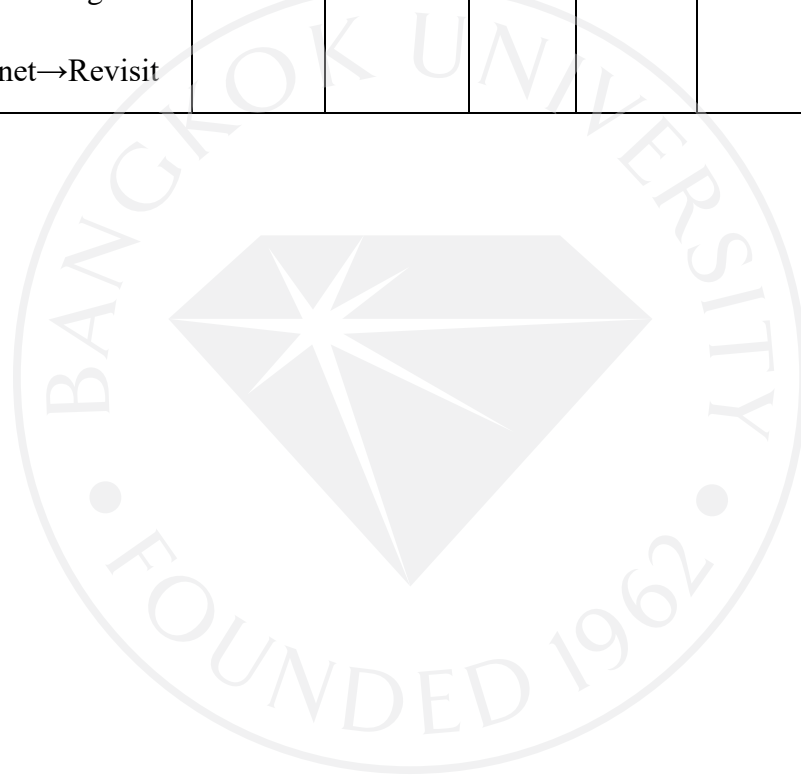
CHAPTER 5

CONCLUSION

This chapter discusses the research results and provides enlightenment for theory and practice. This paper also puts forward the limitations and suggestions for future research.

5.1 Theoretical Contribution

Exploratory factor analysis shows that there are three driving factors and two driving factors. The study found that there are significant factors that can explain the motivation structure of customers visiting boutiques Hotel. This study is the first attempt to determine push-pull selection motivation Boutique Hotel. The findings of "social network" and "website value" were well received previous tourism studies Crompton, 1979; Lim & Endean, 2009; Yuan & McDonald, 1990). The author also suggests to understand the incentive factors of boutique hotels

Guests can benefit from future research on boutique hotel marketing. According to the chart, it can be concluded that decoration, online reservation, hotel service and relaxation all have a positive impact on Hotel satisfaction; Decoration, hotel satisfaction, hotel service and online reservation also have a positive impact on return visit intention; Relaxation has no significant positive impact on return visit intention.

Among them, online booking channels and hotel services are the most important factors affecting Hotel satisfaction. Generation Z Chinese tourists believe that hotel s satisfaction and hotel services that can be booked and evaluated online are the most important factors affecting revisit intention, which shows that the respondents believe that the positive attitude towards boutique hotels plays an important role in their decision-making and revisit intention. This means that if hotel operators want customers to enjoy accommodation and create a good attitude that affects their intention to revisit, it is very important to provide high standards of service.

In addition, the hotel experience also has a positive impact on the reputation of the hotel, affecting the return visit intention. The decoration and convenient booking methods also affect the decision-making of generation Z Chinese tourists. Therefore, in addition to ensuring the service quality and good reputation of the hotel, we can also do more theme decoration, broaden the booking channels and attract the favor of generation Z Chinese tourists.

Decoration, and themes of a boutique hotel. Horner and Swarbrooke (2005) identified design and concept developing as very important attributes of boutique hotels, this factor supporting their findings by explaining decoration and theme play a vital role in attracting guests. Another finding about his factor is that the significant difference was found between respondents with $1,050 (6,500 RMB) income per month and respondents with income less than that. Relatively wealthier respondents

were more likely to be attracted by the factor "decoration & theme". Among the three

extracted push factors, the top rated one was "uniqueness seeking", followed by

"interpersonal experience" and "social networking". This indicates that guests choose

to visit boutique hotels with an expectation of seeking unique experience. Thus,

boutique hotels are advised to make their day more special and impressive. For

example, the staff of boutique hotels could place special treats (candy, roses, etc.) in

guest rooms or congratulate guests on their special day (e.g., birthday party,

anniversary, etc.). For pull factors extracted from the EFA, "site value" got a higher

mean score than that of "decoration & theme". Thus, a selected location and great

accessibility are strongly recommended for boutique hotels to attract guests. For

example, hotels located in Kulangsu, (Wang, 2013)

In the survey, the author found that women are more willing to choose

boutique hotels than men, which may be because boutique hotels are often better

designed, suitable for taking photos, chatting and socializing, and the hotel is often

located in the city center, which is safer. People with higher education are more

willing to pay for "decoration" than those with lower education. Therefore, in order to

better retain guests, boutique hotels in Phuket should pay attention to creating a

beautiful environment and atmosphere.

For practitioners, another important significance is that the higher the

education, the more willing they are to try boutique hotels, and they also care more

about the decoration of hotels, whether they can book online, hotel service and sense

of experience. This means that if hotel operators want to attract highly educated and

high-end people, they should emphasize the theme decoration, hotel design and hotel

service, so that guests can have a unique experience. So as to score high scores for the

hotel on the social platform, so as to attract more tourists.

5.2 Practical Contribution

Boutique Hotel is the hotel type chosen by most young people, which meets

the desire of many people to have a unique experience when traveling. Therefore, the

research on the motivation affecting boutique hotels is very helpful for the future

development of boutique hotels.

Hotels should pay attention to the design and decoration to attract high

consumption and highly educated people, such as rooms with different themes and

chat corridors; Good hotel service is the most important, which determines the

evaluation of hotel experience; For generation Z Chinese tourists, the Internet is the

reservation method they rely on, Generation Z Chinese tourists now like to share and

pay attention to some hotel information online and take some videos to share their

accommodation experience. If these people have a certain appeal, their followers will

punch in and @ their own family and friends. This is very beneficial to the promotion

of the hotel. So the operation and utilization of the network is also very important. It

is suggested that hotels should operate their own online stores, and they can also

regularly launch theme announcements and discounts to attract generation Z Chinese

tourists.

In addition, tourists will consider the best health and safety measures in the global environment affected by COVID-19. The hotel shall take protective measures, such as disinfection of all room supplies and public areas (including elevators and swimming pools), maintenance and disinfection of air conditioners; And carry out information communication, timely update the disinfection situation to the guests, feedback the use of the guests to the front desk for information management, and take a series of measures to ensure safety, so as to attract tourists to Phuket.

Through a questionnaire survey, this study finds out the factors that generation Z Chinese tourists choose and return to boutique hotels when traveling in Phuket, so as to help local hotels have more theoretical support in attracting such tourists in the future.

5.3 Limitations of Study

Although this study has made contributions to the boutique hotel industry in Phuket, there are also some limitations. First, this study is directed against China's Z generation tourists. The audience's reference range is not very wide. Secondly, because COVID-19 did not conduct field survey, only online questionnaire survey was conducted. For some people, travel memory may be vague and the results may be biased.

Therefore, based on the bias and subjective interference factors of sample selection (e.g. respondents intentionally or accidentally fill in the wrong questionnaire), as well as the limitations of analysis methods.

Future research can consider analyzing more categories of guests and revealing the characteristics of guests in boutique hotels that are different from other types of hotels. Researchers may also include additional pull and push motivation factors for analysis, especially the psychological factors that encourage guests to seek special accommodation. Finally, using another theory (such as motivation driven theory) may help to generate additional motivation to visit boutique hotels. This will make the relationship between customers and the hotel closer and closer. The hotel will serve customers better and guests will choose hotels better.

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APPENDIX

Questionnaire

Please answer the following questions

1. Your Age.

( ) 0-20   ( ) 21-40

( ) 41-60   ( ) Over 61

2. Gender

( ) Male   ( ) Female

3. How many times have you visited Phuket before?

( ) 1 Time   ( ) 2-3 Times

( ) 4-6 Times   ( ) More than 7 Times

4. What is your highest education.

( ) High School   ( ) Associate Degree

( ) Undergraduate degree   ( ) Master or above

5. What is your occupation

( ) Public Sector   ( ) Private Sector

( ) Entrepreneur   ( ) Student

( ) Unemployed/self-employed

6. How many nights have you spent in Phuket_____

Section 1

Please read the following statement describe your travel motivation and circle one number that can best represent your level of agreement or disagreement.

Strongly Disagree = 1, Disagree = 2, Slightly Disagree = 3, Neither Agree nor Disagree = 4, Slightly Agree = 5, Agree = 6, Strongly Agree = 7

	Factor	1	6	5	4	3	2	1
1	I booking the boutique hotel because of decoration.							
2	I enjoy the boutique hotel because of design.							
3	I choice the boutique hotel because of special themes							
4	The good decoration makes me want to revisit							
5	I booking the boutique hotel because i find it in network							
6	I trust the evaluation of the hotel in social media							

	Factor	1	6	5	4	3	2	1
7	I were share my favorite hotel on social network							
8	I follow Hotel news on social media							
9	I enjoy the service of the hotel							
10	I won't visit Hotels with poor service							
11	I will care about the evaluation of hotel service							
12	Hotel service is an important factor affecting hotel reputation							
13	Relaxation is the main purpose of my travel							
14	Good travel makes me feel relaxed							
15	I will consider social media's evaluation of the hotel when I choose it							

	Factor	1	6	5	4	3	2	1
16	When choosing a hotel or destination, I will consider the factors of relaxation and comfort							

Section 2

Please read the following statement describe your travel satisfaction and circle one number that can best represent your level of agreement or disagreement.

Strongly Disagree = 1, Disagree = 2, Slightly Disagree = 3, Neither Agree nor Disagree = 4, Slightly Agree = 5, Agree = 6, Strongly Agree = 7

	Factor	7	6	5	4	3	2	1
1	I am satisfied with my decision to visit this hotel							
2	My choice to choose this hotel was a wise one							
3	I am satisfied with my decision to visit this hotel							
4	I would say positive things about this hotel to other people							

Section 3

Please read the following statement and describe your travel revisit intention circle one number that can best represent your level of agreement or disagreement.

Strongly Disagree = 1, Disagree = 2, Slightly Disagree = 3, Neither Agree nor Disagree = 4, Slightly Agree = 5, Agree = 6, Strongly Agree = 7

	Factor	7	6	5	4	3	2	1
1	I would stay in this hotel again in the next few years.							
2	I would recommend this hotel to someone who seeks my advice							

BIODATA

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