



THE PERCEPTION OF SERVICE QUALITY, SERVICE MARKETING MIX,
AND APPEARANCE MIX OF INTERNATIONAL TOURISTS: A CASE OF FIVE
STAR HOTELS, PATTAYA CHONBURI.

AIRADA DANGPRASIRT

A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR MASTER DEGREE OF MANAGEMENT
IN INTERNATIONAL TOURISM MANAGEMENT

BURAPHA BUSINESS SCHOOL

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ไอรดา แดงประเสริฐ

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The Thesis of Airada Dangprasirt has been approved by the examining committee to be partial fulfillment of the requirements for the Master Degree of Management in International Tourism Management of Burapha University

Advisory Committee

Examining Committee

Principal advisor

Tinikan

(Dr. Tinikan Sungsuwan)

Apinya Principal
examiner

(Assistant Professor Apinya Ingard)

Tinikan Member
(Dr. Tinikan Sungsuwan)

D. Natthakan Member
(Assistant Professor Natthakan
Pruksorranan)

Punnee Dean of the Burapha Business School
(Assistant Professor Dr. Punnee Pimapunsri)
6 July 2023

This Thesis has been approved by Graduate School Burapha University to be partial fulfillment of the requirements for the Master Degree of Management in International Tourism Management of Burapha University

Witawat Jangiam Dean of Graduate School
(Associate Professor Dr. Witawat Jangiam)
7 July, 2023

62920361: MAJOR: INTERNATIONAL TOURISM MANAGEMENT; M.M.
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AIRADA DANGPRASIRT : THE PERCEPTION OF SERVICE
QUALITY, SERVICE MARKETING MIX, AND APPEARANCE MIX OF
INTERNATIONAL TOURISTS: A CASE OF FIVE STAR HOTELS, PATTAYA
CHONBURI.. ADVISORY COMMITTEE: TINIKAN SUNGSUWAN, 2023.

The purpose of this research is to study causal the perceptions of service quality, service marketing mix, and appearance mix of international tourists: A case of five star hotels, Pattaya Chonburi. The research is quantitative research. The main objectives of this investigation are 1.) To compare the perception appearance mix of international tourists to select service in five star hotels, Pattaya Chonburi by Demographics 2.) To investigate the perception of service quality factor related to the perception of appearance mix of international tourists to select service in five star hotels, Pattaya Chonburi. 3.) To investigate the perception of service marketing mix factor related to the perception of appearance mix of international tourists to select service in five star hotels, Pattaya Chonburi. The data of this investigation was collected by distributing questionnaires to 405 respondents who are international tourists who have experienced five star hotels in Pattaya. The instrument used in this study was a questionnaire. The statistics used in data analysis composed of mean, standard deviation, t-Test, One Way Analysis of Variance, and Pearson correlation. The level of statistical significance was set at 0.05. The major findings were as follows: 1.)The perception of the service quality of international tourists to select service in five star hotels was at a low level in a neutral level (=3.38) that can be arranged descending as follows: Tangibility(=3.40), Reliability (=3.35), Assurance (3.48), Empathy (= 3.33), Responsiveness (=3.35),respectively. 2.)The perception of the service marketing mix of international tourists to select service in five star hotels was at a low level in a neutral (=3.43.) that can be arranged descending as follows: product (=3.39), price (=3.34), place (3.42), promotion (= 3.46), process (= 3.37) , physical evidence (= 3.37), people (=3.39),respectively 3.) Different age, marriage status, and average monthly income were significantly related to the perception

appearance mix of international tourists to select service in five star hotels, Pattaya Chonburi, at the 0.05 level. 4.) The perception of service quality factor were significantly related to perception to appearance mix in decision to select service five star hotels in moderate level ($r = .735$), at the 0.05 level. 5.) The perception of service marketing mix factor were significantly related to perception to appearance mix in decision to select service five star hotels in moderate level ($r = .763$), at the 0.05 level. To know the current situation and condition information Related problems Including the perceptions of service quality, service marketing mix, and appearance mix of international tourists to be used as a guideline for developing services to meet the needs of various guests and to expand the competition to a case of five star hotels.



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CHAPTER 1

INTRODUCTION

1.1 Background and significant of the study

The hotel business is a business resulting from the expansion of transportation and tourism. Economic expansion, as a result, more investors do the hotel business. The continual increase in the number of tourists has resulted in the accommodation business RAM is growing and competing. The expansion of the business of mid-range hotels to more affordable hotels. can be seen from the hotel accommodation in Thailand in 2016, there were a total of 6.83 hundred thousand rooms, an increase of 14.7% from 2015, including an increase in the number of non-hotel accommodation. Legally registered and other types of accommodation such as dormitories, apartments, and daily rental condominiums such as "Timeshare", there are many legal and illegal accommodations in the hotel business. Officially, the effect on the average occupancy rate was not much significant. This can be seen from the 2016 occupancy rate at 66.6 percent, expanding from the previous year at 65.12 percent. face increased competition especially for small and medium-sized hotels. The Thai Hotels Association views the hotel business in 2017 as a 10% increase in revenue and higher average occupancy than the previous year. That is at 67 percent of the number of Rising Travelers, The Government Savings Bank's (GSB) Grassroots Economics and Business Research Center (2017)

The success of the hotel business depends on the quality of the employees it serves. The operation of the hotel needs to provide the most services and amenities. Ready to quickly serve Services that meet the needs Is what users expect the hotel has a wide range of facilities and services to cater to its guests. Apart from the rooms, they are different from the general accommodation meant to cater to the needs of different customers. According to the preferences of each group of customers as well the provision of additional services cannot make a lasting difference. As each hotel

can provide a complete range of services So hotel executives are trying to come up with a strategy to attract Allowing the users to use the service as much as possible especially strategies for differentiation in decoration Hotel-style Service Along with improving the hotel service to meet international standards in doing business to decide to come back and refer to the service, the business needs to be successful and stable. People in the organization meet the needs of the users. To effectively create a good quality of corporate service, hotels are considered to offer superior service performance over the competition. Good service and speedy work to impress users requires the competence of all personnel in the organization. Therefore, the quality of service is essential to success in business operations in creating a competitive advantage. Creating a good image makes customers willing to pay for good service. When it builds loyalty, it will lead to more repeat purchases. It is also a strategy for promoting new customers by referring to the service as well.

Table 1 International Tourist Arrivals to Thailand 2020-2019

Country	Number		%Change*
Nationality	2020P	2019	2020/19
East Asia	3,739,408	27,391,050	-86.35
ASEAN	1,652,593	10,751,957	-84.63
Brunei	1,576	15,608	-89.90
Cambodia	165,718	910,685	-81.80
Indonesia	99,033	709,578	-86.04
Laos	380,917	1,854,719	-79.46
Malaysia	619,451	4,272,584	-85.50
Myanmar	54,709	378,232	-85.54
Philippines	71,796	506,306	-85.82
Singapore	126,879	1,056,582	-87.99
Vietnam	132,514	1,047,663	-87.35
China	1,249,910	10,997,169	-88.63
Hong Kong	124,233	1,045,283	-88.11
Japan	320,331	1,806,383	-82.27
Korea	260,228	1,890,959	-86.24

Taiwan	119,408	789,973	-84.88
Others	12,705	109,326	-88.38
Europe	2,078,979	6,711,816	-69.03
Austria	35,524	111,428	-68.12
Belgium	26,254	114,669	-77.10
Denmark	66,824	162,448	-58.86
Finland	59,643	128,014	-53.41
France	236,527	745,318	-68.26
Germany	230,598	852,432	-72.95
Italy	60,104	272,310	-77.93
Netherlands	51,558	241,565	-78.66
Norway	39,511	127,983	-69.13
Russia	587,167	1,483,334	-60.42
Spain	26,409	188,995	-86.03
Sweden	111,859	287,338	-61.07
Switzerland	51,697	192,126	-73.09
United Kingdom	221,392	992,486	-77.69
East Europe	216,528	559,139	-61.27
Others	57,384	252,231	-77.25
The Americas	318,426	1,630,784	-80.47
Argentina	12,457	29,498	-57.77
Brazil	18,855	69,714	-72.95
Canada	58,223	273,218	-78.69
USA	211,075	1,165,856	-81.90
Others	17,816	92,498	-80.74
South Asia	321,753	2,397,234	-86.58
Bangladesh	21,817	136,673	-84.04
India	261,778	1,995,363	-86.88
Nepal	9,816	60,377	-83.74
Pakistan	12,412	79,805	-84.45
Sri Lanka	8,155	71,043	-88.52

Others	7,775	53,973	-85.59
Oceania	139,891	884,536	-84.18
Australia	123,598	767,162	-83.89
New Zealand	15,690	112,660	-86.07
Others	603	4,714	-87.21
Middle East	79,674	702,523	-88.66
Egypt	3,550	23,722	-85.03
Israel	29,368	195,856	-85.01
Kuwait	10,234	78,199	-86.91
Saudi Arabia	4,131	30,006	-86.23
U.A.E.	7,154	130,158	-94.50
Others	25,237	244,582	-89.68
Africa	24,265	198,308	-87.76
South Africa	11,359	96,450	-88.22
Others	12,906	101,858	-87.33
Grand Total	6,702,396	39,916,251	-83.21

Source: Ministry of tourism and sports, Thailand (2019)

The top 5 numbers of International Tourist Arrivals to Thailand 2020-2019 are: China, Malaysia Russia, India, and Korea.

Pattaya is a paradise for both Thai and foreign tourists with beautiful nature and landscapes in harmony with the urban lifestyle. Suitable for tourism and leisure on special days. Of tourists with easy access and attractions that attract tourists as well, because the sea can also be attracted and some attractions reinforce the uniqueness of Pattaya There are a variety of important tourist attractions such as Pattaya Beach, Jomtien Beach, Wong Prachan Beach, Larn Islands, Krating Lai Bay. Pattaya Elephant Village, The Sanctuary of Truth Chaloe Phrakiat Park, MINI SIAM, Nong Nooch Tropical Garden, Ripley's Museum Etc. And there are many other attractions. For the hotel business, it is a business that is causally related to tourists. Since most travelers tend to travel in a location unable to reach their destination for a single day or a longer period, it is necessary to stay overnight in the region. The hotel business is at the heart of the success of the business of Pattaya

tourist attractions. As for each type of accommodation, different prices can be used to stimulate the local economy as well. This allows tourists to choose the service according to their personal preferences and needs. The convenience of the individual to come into the accommodation. By looking at the main factors which are Security of the accommodation atmosphere and in terms of accommodation prices, it is a thing It is important to help in decision making to use the service as well. The hotel standard is the same. One choice for tourists who come to choose to use the service according to their personal preferences. The behavior of tourists that they like in choosing to use the service the star rating of Thai hotels ranges from 1 - 5 stars, based on the universal principles of Thai Hotel Association (2002) in the classification of each hotel level differently. Each hotel will have to Pass various measurement criteria Including international standards in all aspects, including rooms, restaurants, services, facilities. And the safety of each hotel at all levels must ensure It is important and needs to exist.

Table 2 Chonburi Tourism Statistics: 2016 – 2018

Item	(2016)	(2017)	(2018)	Percent change (%)	
				(2017)	(2018)
Number of rooms in accommodation (room)	62,102	67,094	66,532	8.04	-0.84
Number of visitors	16,252,009	17,403,161	18,211,539	7.08	4.65
Thai	7,615,058	8,131,144	8,569,217	6.78	5.39
Foreigner	8,636,951	9,272,017	9,642,322	7.35	3.99
Number of tourists	13,812,345	14,856,510	15,521,103	7.56	4.47
Thai	5,364,972	5,782,629	6,087,873	7.78	5.28
Foreigner	8,447,373	9,073,881	9,433,230	7.42	3.96
Number of excursionists	2,439,664	2,546,651	2,690,436	4.39	5.65
Thai	2,250,086	2,348,515	2,481,344	4.37	5.66
Foreigner	189,578	198,136	209,092	4.51	5.53

Average length of stay (Day)	3.42	3.43	3.40	0.29	-0.87
Thai	2.40	2.37	2.33	-1.25	-1.69
Foreigner	4.07	4.11	4.09	0.98	-0.49
Average expenditure (Baht/Person/Day)					
Visitors	4,151	4,494	4,770	8.26	6.16
Thai	2,910	3,065	3,224	5.34	5.18
Foreigner	4,694	5,105	5,434	8.77	6.45

Source: Department of Tourism (2018)

Therefore, in conducting this research the researcher is interested in studying the factors that influenced the decision to stay at a five star hotel in Pattaya, Chonburi Province. To know the current situation and condition information Related problems Including demographic factors influenced the selection of accommodation of international tourists in Pattaya, Chonburi Province to be used as a guideline for developing services to meet the needs of various guests and to expand competition to the international level.

1.2 Research objectives

1. To compare the perception appearance mix of international tourists to select service in five star hotels, Pattaya Chonburi by Demographics
2. To investigate perception of service quality factor related to perception of appearance mix of international tourists to select service in five star hotels, Pattaya Chonburi.
3. To investigate perception of service marketing mix factor related to perception of appearance mix of international tourists to select service in five star hotels, Pattaya Chonburi.

1.3 Research hypotheses

Hypothesis 1: International tourists in different demographics in terms of Gender, Age, Status, Income have different perception to appearance mix in decision to select service five star hotels in Pattaya Chonburi.

Hypothesis 2: The different perception of the Service quality in terms of tangibility, reliabilities, responsiveness, assurance, and empathy have different perception to appearance mix in decision to select service five star hotels in Pattaya Chonburi.

Hypothesis 3: The different perception Service Marketing Mix in terms of product, price, place, promotion, process, physical evidence, and people have different perception to appearance mix in decision to select service five star hotels in Pattaya Chonburi.

1.4 Scope of research

The scope of the population is the international tourism population who has experienced services in Five-star hotels in Pattaya, Chonburi Province. The research studies factors that influence their decisions in selecting to use services or facilities during their stay as well as focusing on demographics, service quality, and marketing mix. The study uses the quantitative methodology and researchers examined Through online questionnaire data collection on the scope of research is approximately 6 months between February to July 2021.

1.5 Conceptual framework

Drawing from the literature review, researcher would like to suggest a conceptual model of the perception of service quality influenced Select of five star hotels in Pattaya, Chonburi and the perception of the service marketing mix influenced Select of five star hotels in Pattaya, Chonburi in figure1. The present study tests the appropriated of the model regarding influence international tourists' decision to Select Five-star hotels in Pattaya, Chonburi

Hypothesis 1: International tourist in different demographics have different perception to appearance mix in decision to select service five star hotels in Pattaya Chonburi.

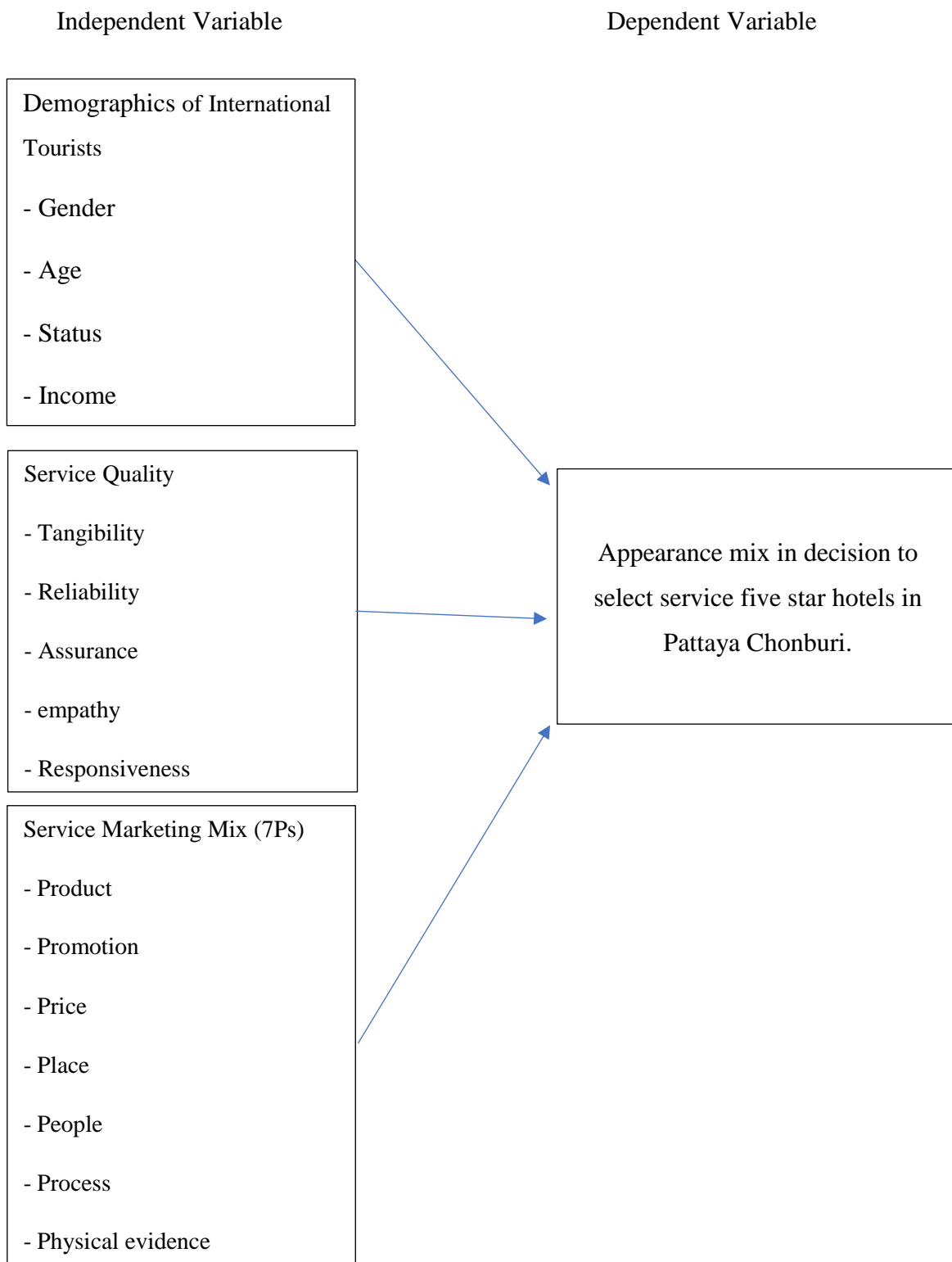


Figure 1 Conceptual framework

1.6 Research contribution

1. The results of this study can serve as a guideline for hoteliers and businessmen related to hotels or accommodations in Pattaya, Chonburi Province. Used to develop and improve their hotel business in accordance with customer satisfaction.

2. The operator of a five-star hotel business in Pattaya, Chonburi Province. The results of this study can be used to determine the strategy of a five-star hotel. To increase market share and competitiveness in the hotel business at the five-star rating and to become a leader in this type of business.

3. Results of this study Those interested in studying can use it to guide relevant research and benefit further study.

4. The results of this study create new knowledge about Service quality factor Hotel user behavior factors and service marketing ingredient factors in operating a five-star hotel business in Pattaya, Chonburi Province.

1.7 Definition of terms

Five-Star Hotels is a hotel that offers an excellent level of facilities and services. It has a luxurious interior. High room rates in a location with convenient transportation or in the heart of the city. Sabaithip Mongkolnimit (2011)

Service quality is the extent to which the service fulfills the needs or expectations of the customers or conceptualizes it as the overall impression of customers as regards the weakness or excellence of the service. Another approach confirmed that service quality has five dimensions are assurance, reliability, empathy, tangibility, and responsiveness.

Service Marketing Mix is the controlled marketing variables. Which uses it to meet the satisfaction of target customers to influence attitudes and buying behavior Kotler (1994) cited in Sirikarn Tritiasiri (2555) in which this research the service marketing mix consists of Product, Promotion, Price, Place, People, Process, Physical evidence.

Customer Decision Making is a process by which (1) consumers identify their needs, (2) collect information, (3) evaluate alternatives, and (4) make the purchase decision. These actions are determined by psychological and economical factors, and are influenced by environmental factors such as cultural, group, and social values.

Appearance mix consists of 1) Room Quality is Perceiving the quality of the product only where such goods and services are tangible from the point of view of the service provider .2) Food and beverage is food service or drinks or beverages for customers. customers with the right way to serve food on a plate. Buffet service or service in which the customer picks up food for himself from a table arranged by category or type of food. And 3) Facility means the hotel provides a shuttle service to Electric cars and nearby attractions Airport pick-up service laundry service Business center and meeting room including a childcare center.

CHAPTER 2

LITERATURE REVIEW

This chapter will explore various definitions of variables used in this study.

The main parts consisted of the following.

- 2.1 Knowledge of hotel business
- 2.2 Appearance mix
- 2.3 Service quality.
- 2.4 Marketing mix of accommodation service.

2.1 Knowledge of hotel business

Hotel business is a business that arises from the travel needs of tourists. It has started in Europe. And developing into a trade, with accommodation and other services following the Such development has developed in the design of buildings, decoration, partitions, accommodation. From the sale of food, the beverage was called the "Hotel" and formed the Association of The American Hotel and Motel Association, which plays a large role in international hotels. Including Thailand its operations are at the international level as well.

In England, suitable inn taverns were built along horse-drawn carriageway routes to Travel comfort and elevate it to be a place of social meeting for the local elite as well as use other services such as for wedding ceremonies etc. The building design will be divided into rectangular shape. The area is divided into various areas, separated from the accommodation section from the food sales area. And drinks like this the use of the word "Hotel" is derived from the French language. It means "a mansion or building. It was started around the end of the 18th century. More luxury hotels in design, interior decoration, offering a wide range of comfort Customer.

Hospitality in the United States They have the same evolution as in England, different places in the UK. America Most hotels are built around the city. The hotel business has grown significantly. Developing new ideas in hotel design Which is a

modern architecture model instead square shape at the same time, there is a change in the location of the hotel. Originally located near the train station Most people travel by train. New hotels are located outside the city, near the airport or near the road. Royal due to traveling by plane More cars and cars, therefore, the word "Motel" is created for hotels. The building has a car park next to the room. Hospitality in Thailand started in the reign of King Rama IV and Development of service offerings to provide convenience to the customers as well as operating the hotel in Thailand started its first place in the reign of King Rama IV and the service was developed to provide convenience. Comfortable for customers as well as operating in accordance with the model of international standards. Until now Thai hotels have been selected as the best hotel in the world for many years in a row. Hotels built in the early days, the hotel business in Thailand merged to be the Thai Hotel Association. Its main objective is to promote the interests of the hotel industry as well as tourism. Thailand

Hotel means any type of place established to receive goods for people. Traveling or a person who wants to find a temporary address or accommodation (Hotel Act 2478) or under the meaning of the Hotels Act in England defines a hotel as a place of business. The operator must provide food, beverage and accommodation for the traveling person who has paid for the service. In residences, travelers wish to receive basic convenience services such as food. And drinks, etc.

The hotel industry refers to an effort of an enterprise to create a friendly image with This will increase the number of customers from the traditional business operation in the past. It is not just food and beverage preparation Restrooms and providing hospitality to customers only. However, it includes other services when the customer is in danger Need during the rest period as well. Business operation hotel industry not established for sale Products, such as sprouts, or horticulture or lawn care only but the hotel industry Must emphasize or emphasize overall productivity, that is, the combination of products or benefits to Customers getting together (Roberts 1993).

From the study of knowledge about hotel business, it can be concluded that the hotel business is born from Want to travel, tourism of mankind Established to accept goods for the traveling person or the person of need. Finding a temporary address or

accommodation the hotel must include food, beverages, and accommodation. To a traveler who pays for the service.

Characteristics of the hotel

The hotel is unique and different from other types of products as follows (Boonlertjit Tangwattana 2005).

1) Able to accommodate a limited number of tourists (Fixed Capacity) regardless of whether there are tourists. Different types of accommodation can accommodate tourists as the number of tourists. The room there is only.

2) Loss of benefits easily (Perishable) as the accommodation can accommodate Tourists cannot exceed the number of rooms available. Therefore, whenever the room is empty, no people rest. Will make the accommodation RAM lost revenue. In which if not all of them are left to sell, they will be kept for sale in the next opportunity.

3) It is an intangible nature of service because the hotel is an event. The service is therefore unable to handle the product, for example, it cannot be seen how good the service is. How clean is the room.

4) Production Process The production method of a service product is not complex. Like any other production, consumers can consume at the point of production. And cannot control the standard is sure. It depends on the service provider and the service provider whether there is a need for consistency or not. The success of the sale is the satisfaction that each person has is not the same.

5) Distribution channels (Distribution Channel) for general merchandise. There will be a procedure from the manufacturer to the wholesaler. Continue to the retailer and then through to the consumer, but the product Services or characteristics of the hotel, even though it has been done through a broker, which are: Distributor or Other agencies, but products like this cannot touch or see the products. Until consumers have access to the service by themselves

6) Cost Determinant The hotel services can be It can be changed according to the needs of the customer and the type of customer which the customer is at risk of choosing Therefore, it is impossible to calculate the cost of the product for sure.

7) It is a product that requires human labor the hotel will produce a service product. Production staff Therefore, it is difficult to produce them all to the same standard because of the Human abilities are not equal. Although each hotel has set a standard for the service of its employees. This is different from the production of most of the products are made from machinery. Therefore, making the product come out of the same quality as close as possible.

Hotel standard

The Department of Tourism realizes the importance of developing quality tourism accommodation. It has worked with related agencies such as the Thai Hotel Standards Foundation, Department of Tourism Administration. Of Thailand to develop accommodation standards for tourism and to import them into the audit process. That have been standardized and in line with international standards as detailed according to the standards of each hotel.

The levels are as follows Department of Tourism (2014)

1-star hotel standards. In addition to the cleanliness and safety that hotels of all levels provide Already important the hotel focuses on basic amenities such as small rooms. More than 10 square meters with 3-foot bed, mirror, front, trash bin, chair in the bathroom. Body towels and service napkins good ventilation At least box-type emergency lighting systems.1 hr. The lobby and the hall are beautifully decorated in harmony with the atmosphere and level of the hotel. Proper wiring is provided. There is a fire control system that is safe and usable. Box in the middle / Safety Box in Room Not less than 20% of the total number of rooms.

2-star hotel standard with interior furnishings and facilities General services such as a room that is not less than 14 square meters, a photocell, a door chain with a bed.3-foot size, glass front, trash bin, chair, drinking water, 14-inch TV and telephone contact. Inside the bathroom with a flush toilet There are towels and toilet paper, etc. The lobby must consider the structure. Wiring the whole system Modern and safe design Proper wiring has been drained. Good weather. Emergency lighting system per box at least 1 hour. There is a fire control system that is safe and the amount of Safety Box in the middle / Safety Box in Room is not less than 20% of the number.

3-star hotel has moderate facilities such as small rooms. Less than 18 square meters, with a 14 " TV and a remote control, wardrobe, bed headlight. The stationery in the bathroom has a bathtub. Hot-cold water system, soap, shower cap, glass, face towel, tea towel Sanitary bags, other services available such as room service, office shop, conference room and necessary equipment. Business Center Public Restrooms Toilets for people with disabilities, for example, the location was related to the characteristics. There is a landscape, or a green area connected to the hotel. It is expedient to park a car with no less than 20% of the number of parking spaces. The lobby has to take into account Wiring structure for the whole system Modern and safe design There is a fire control system at Safe and usable the hall is beautifully decorated in harmony with the atmosphere and level of the hotel, proper lighting and illumination harmonize with the atmosphere. There is a fire control system at Security and Usability The efficiency of the Front Office System is modern and used. Have good ventilation There is a public area to serve at least 4 guests. You can sell drinks or snacks, but they must not be used as a sales area. Quantity of safety compartments At least 20% of the total number of rooms, dining rooms, facilities. Various of cafeterias, cafes (3-star only may be combined with cafeteria). Safe, emergency lighting in every balcony, corridor and on every floor.

4-star hotel standard beautifully decorated with service and amenities. Convenient, such as a standard room, which is more than 24 square meters wide, with a bed of at least 3.5 feet. TV size 20 inches or more with more than 8 channels, refrigerator, mini bar, hot water bowl. With coffee, tea, scrub sets, shoes, laundry bags, bathrobes, slippers, long distance phone calls. Abroad directly Bathrooms with complete appliances in addition to the 3-star rating, the bathroom accessories are Shower cream, shampoo, hand towel, needle set, hair dryer, shaving power plug. There is a service kit room. 2 types There is also a dining room. Exercise room with more than 5 types of equipment, steam room Massage room, swimming pool, conference room And at least 2 sub-meeting rooms with an inspection system Checks and safety equipment Location is closely related to hotel features. And it is a place where transportation is very convenient, the environment has a landscape or there is a green area connected to A beautiful hotel the hotel car park has no less than 30% of

the number of parking spaces. The lobby must consider the wiring structure of the whole system. The design is modern and safe. Proper wiring There is a fire control system that is safe and effective. Information is up to date and available. Have good ventilation There is a public area to serve the guests. At least 4 seats, such area may sell drinks or snacks, but not for sale. In particular, the quantity of the central safety / in the guest rooms is not less than 50% of the total number of rooms. Dining rooms, dining room facilities, Thai food rooms or serving Thai food. International food service, coffee shop (3 star only, may be combined with dining room). For hotels with height more than 4 floors, the performance is good, no shaking, safe, enough with the guests / users. There is a two-sided panel. Or with a handrail, with a double-sided push panel or with a handrail, with a push panel for People with disabilities have signs on the floors where there are main services of the hotel, ventilation systems in the elevators, and a call system. Emergency assistance for practical public bathrooms Restrooms for food rooms, equipment Suitable, convenient to use the swimming pool has a circulating water filtration system in the pool. There is a swimming pool for children. Hang the lifesaver in a prominent place. Vowel depth mark There is a systemic disinfection pool. Safety, emergency lighting in every balcony, corridor and on every floor. There is a specific lift to be used in the event of a power failure or Fire incident (In the case of the building more than 4 floors) Emergency lighting system connected to a Gen Set at least 2 hours and Can illuminate at least 1 hour in both public rooms and lobby.

5-star hotel standard with a beautiful interior and exterior. With facilities and impressive service Equipment and appliances are maintained. In good condition, a standard room of more than 30 square meters with a clean bed of at least 4 feet.TV 20 " or more with more than 12 channels, refrigerator, mini bar, and accessories. Complete communication large bathroom clean and beautiful hygiene, complete appliances, ready Weighing Scale And an internal telephone in addition, there are 3 types of rooms to choose from. Restaurant serving both Thai and international food Exercise room with more equipment7 types of steam rooms, jacuzzi baths, massage rooms, swimming pools, well-equipped conference rooms. At least 4 sub-meeting rooms have a safety check system and modern equipment. The environment has a

landscape, or a reasonable green area connected to the hotel. Hotel car park the number of parking spaces is not less than 30% of the number of rooms. The lobby considers the walking structure. Whole system wiring Modern and safe design There is proper wiring, control system. Safe and usable firefighting the efficiency of information systems is modern and usable. Good ventilation There is a public area to serve at least 4 seats. Such areas may be sold. Drinks or snacks are acceptable, but they must not be used as a sales area, especially for the quantity of central safety boxes /In rooms not less than 70% of the total number of rooms. All of the restaurants offer Thai food, international food service, and coffee shop (3-star only, may include the guest list for hotels more than 4 floors has good usability. No shaking Secure Sufficient amount for the guests / guest. Two-sided push pad or handrails. Side or with handrails There is a keypad for people with disabilities. There is a floor label on which the main hotel services are available. Ventilate the elevator. There is a practical emergency call system for assistance. Public toilets with the equipment are suitable for practical use. The swimming pool has a recirculating water filtration system in the pool. There is a swimming pool. Children's pool the children's play pool hangs the lifesaver in the visible light and the pool depth mark. There are disinfection pools, safety systems, emergency lighting in every corridor and on every floor. In case of a power cut or a fire incident (In the case of buildings more than 4 floors) Emergency lighting system connected to a Gen Set. At least 2 hours and can be covered in both rooms Public places and lobbies are connected boxes. At least 1 hour.

From the study of knowledge about hotel business, it can be concluded that Hotels can be divided into There are 8 categories and 5-star levels, each of which has a different indication of being a hotel. Service users choose to be different as well. The hotel business operators should develop the service to be at the international level. In order to give the guests an impression and to be told in next time to use the service.

Names and locations of 5-star hotels in Pattaya, Chonburi.

Table 3 List of 22 Names and locations of 5 star hotels

The name of the 5 star hotel	Location
1.Hillton Hotel Pattaya	Central Pattaya Road
2. Hotel Baraquda Pattaya	Central Pattaya Road
3.Centara Grand Mirage Beach Resort	Wong Ammat Beach
4. Pullman Pattaya Hotel G	Wong Ammat Beach
5. Royal Cliff Hotels Group	Phra Tamnak Mountain
6.Cape Dara Resort	North Pattaya
7.Dusit Thani Hotel Pattaya	North Pattaya
8. Centara Grand Phratamnak	Phra Tamnak Mountain
9. Sheraton Pattaya Resort	Phra Tamnak Mountain
10. Royal Cliff Grand Hotel	Phra Tamnak Mountain
11. Woodlands Suites Serviced Residence	North Pattaya
12. Adriatic Palace Hotel	South Pattaya
13. Amari Ocean Hotel Pattaya	Beach Road
14. Pattaya Marriott Resort & Spa	Beach Road
15. Wave Hotel	Beach Road
16. Royal Wing Suites and Spa by Royal Cliff Hotels Group	Phra Tamnak Mountain
17. Centara Grand Moudus Resort pattaya	Na Kluea/ Bang Lamung
18. Z Through by The Zign Hotel	Na Kluea/ Bang Lamung
19. The Zign Premium Villa	Na Kluea/ Bang Lamung
20. Ravindra Beach Resort & Spa	Na Jom Tien
21. Ocean Marina Yacht Club	Na Jom Tien
22. Sea Sand Sun Resort & Spa	Bang Sare
23. Avani Pattaya Resort	Beach Road
24. Ana Anan Resort & Villas Pattaya	Na Jomtien
25. Renaissance Pattaya Resort & Spa	Na Jomtien
26. Grande Centre Point Space Pattaya	Na Kluea/ Bang Lamung

Source: Thai Hotels Association (2022)

Tourist behavior

Sorachai Pisarnbut and Narumon Samitinanthana (1983) stated that human behavior may differ according to Individual social status Which expressions can have many reasons, which is to say, one comes from personal satisfaction. And another part for the need to show their status for society Accept and praise for some people, travel is due to the need to escape the repetitive daily routine.

Preecha Daengroj (2001, page 29) references the United Nations' definition of tourism. In the meeting on travel and tourism in Rome in 1963 that the tourism Refers to activities with three conditions involved: travel, destination, and purpose of trip.

Nikhom Jarumanee (1992) has given the meaning that Tourism (Tourism, Authority, of, & Thailand) means any travel That is a journey that is in 3 conditions, namely travel from your place of residence to other places Temporary travel is a voluntary journey. It is not compelled and is traveling for any purpose, but it is not traveling for occupation or earning.

Tourist attraction criteria

Tourist attractions that tourists will visit must have the necessary elements. There is an important and related relationship between Bunlertjit Tangwattana (1999) and Collier & Harraway (1997) said that the achievement of its objectives depends on three factors.

- Attraction such as natural beauty, art, culture, ancient place, etc. It is one of the most important aspects of a tourism resource that must have one attraction in which a tourist will visit. Without the attraction, the traveler will not have the motivation to come to that place.

- Amenities means things that will serve tourists who come to travel to impress, make it more convenient, and want to visit again or stay longer, such as accommodation. Restaurants, transportation, communications, electricity, water supply, souvenir shops, and tour services, etc.

- Accessibility means transportation and access to a tourist attraction that must have a route or a transport network that can access that area as well as being able to connect between tourist attractions and nearby areas. Convenient transportation factors, tourists are more popular to travel, but if the attractions are far away and there is no convenient enough transportation, it will twitter, in line with the concept of Jirawat Anuwichanon (2011) said that tourists seeking information about the quality of the tourism. Services from various sources People can be family, friends, or acquaintances, etc. that also follows the concept of Tourism Authority of Thailand (1998) Mention that communicating tourist information to target tourists Through various media such as radio, television, magazine, etc. that urged tourists to come to their tourist attractions. Besides, interviewing tourists. Found that the most effective online medium is Facebook.

In conclusion, tourism means traveling from one place to another for leisure, business, and meeting, seminars, and family visits. But the convenience of individual differences out.

Perception

The way people view the world in the past, and then two people may have. Idea Likewise, under the same conditions, but a second person may have a way of accepting the stimulant. (recognize), select, organize, and interpret Unlike before, however, it is based on the individual's processes regarding the need for values. Forecasts and other factors, so perception can be gotten from it.

Perception refers to the process by which a person chooses to operate the system. And interpret the meaning of stimuli That a person can touch, let a Meaningful picture According to their feelings, Educational Resource Development Center (2011)

The response of consumers will increase. Perception (Consumer reaction based on perception) Most consumers respond differently to stimuli because of the perception of the person but Each person is dedicated to the culture, past experiences. And the motivation of the person will do to achieve the perception of the person towards the motions are different from person to person, although every person's feelings are the same. (That is, have feelings Perception), but a person's response to the arising

sensation can be interpreted in some ways. Of people who have come differently, and different perceptions can make a difference to the behavior of the consumer.

Perception relates to consumer needs and motivation (Perception relates to consumer needs).and motives) The needs, motivation and perception of a person are attractive.

Parents and rewards such as services Internet banking is for people who want the convenience of doing Transactions at home or at work Seeing that it is a useful service and another customer who does not want to waste time waiting in the queue for service will see that the service Internet banking Give time to any individual without need and motivation.

They may also see that the use of Internet banking is not beyond the minds of individuals. The person perceives therefore it is known. The needs and motivation of the person and the Motivation is also important to the behavior of consumers.

Factors affecting consumer perception.

The nature of perception and action the perception arises will be affected by physical and many thought factors Which can be classified into 5 important groups which are. Sathye (1999)

1.Techniques factors the reality of what the consumer is perceived as is not an interpretation of the impulse that is Physical techniques will have an impact on price and product quality determination. Service It is not physical, such as price or image of an organization.

2.Mental readiness of consumers to perceive the impetus in the people perception refers to the state of mind. Attitude towards the state of readiness that to be the perception of a person Factors that influence the awareness of the consumer.

2.2 Appearance mix

Room Quality

Perceiving the quality of the product only where such goods and services are tangible from the point of view of the service provider. Hotel rooms are composed of various elements. such as the size of the room Interior decoration, cleanliness,

including amenities such as coffee and bathrobes, etc. Hotels with different room sizes. will give customers a choice to make a decision to stay

Jirat Janpauangporn and Patchara Patcharavanich (2012) said that room quality means that the room has enough light and can be adjusted according to needs. Modern facilities and easy to use. There are provided utensils, including clean

Current room quality theoretical concepts. for occupation and tourism expanding because of economic progress which is necessary to contact business to connect with each other around the world and the development of technology related to transportation Thus making traveling faster, safer, more comfortable than ever. Travel for tourism has grown exponentially. due to the development of the transportation system Today's business system has more days off. and needs relax For the aforementioned reasons, many types of accommodation have been created. to meet consumer demand which varied according to the relationship between the type of accommodation and travel, especially travel for tourism The definition of room quality has been mentioned by many researchers and scholars as follows:

Room quality means delivering room quality that is suitable for time, place, style, and psychological characteristics. using human labor to meet the needs And expectations of the service users make the service users the highest satisfaction. Hight impressed and want to return to use the room service again. as well as wanting to tell others in a good way which has a positive impact on the image of good service

Gronroos (1990) defines room quality as customer perception. which the customer will assess the quality of the room by comparing the needs or expectations with the actual services received and for an organization to earn a reputation for room quality, it must have consistent room quality. Is at the level of customer perception or greater than customer expectations which the room quality Service providers must consider 2 aspects, namely Technical Quality, which means the service that customers actually receive, and Function Quality, which means manners and methods in the quality of the room. By considering the quality in 3 aspects as follows

- 1) Physical Quality such as tools, equipment, buildings, and places

2) Corporate Quality such as personnel and image of the agency

3) Interactive Quality is the interaction between service providers and service users, and interactions between service recipients

Chollada Mongkolvanich and Rattanaporn Chatwong (2017) said that the quality of the room has studied expectations and perceptions of service quality and room quality of 5-star hotels.

Room quality has a positive influence on customer trust. five star hotel room quality section and trust It has a positive influence on five-star hotel customer satisfaction. trust part It has a positive influence on word of mouth and repeat service of five-star hotel customers. And satisfaction had a positive influence on word of mouth and returning to use the service again. of five-star hotel customers

Food and beverage

food service or drinks or beverages for customers. customers with the right way to serve food on a plate. Buffet service or service in which the customer picks up food for himself from a table arranged by category or type of food.

Taveedet Thawattanakun, (2012) said that food and beverage service also mean Food and beverage services of the hotel with a wide selection. use quality raw materials It is fast and accurate. Including the staff of the restaurant are courteous and serve guests willingly.

Nield et al. (2000) affirm “the role and importance of food service in tourist satisfaction and the differences in satisfaction levels among regional groups. Analysis of the findings reveals that significant differences existed between satisfaction perception of three tourist groups on value for money, quality of food, a number of dishes, food service standards, variety of dishes, and presentation of food and speed of service in general, bread, coffee, meat, and soup in particular. Overall results further indicate that quality of food, value for money, variety of dishes, attractiveness of the surroundings, and presentation of food were the attributes that most affected the overall food service experience in Romania. Result of their study show that food service is an important contributor to tourist satisfaction, and that there are significant

differences in satisfaction levels with food service between eastern and western European, and Romanian tourists. They confirm that guest satisfaction plays a very important role in the hotel and tourism industry.

Facility

Products designed for the convenience of customers who come to use hotel rooms can create value and add value to the hotel by providing all aspects of facilities. Whether it is in business services that meet the needs. or in terms of relaxation convenience Various styles of restaurants with excellent chefs There is a swimming pool, fitness center and a spa that relaxes the body and mind, etc.

Hotel Business Product Strategies, (2012) discusses the facilities. also means the hotel provides a shuttle service to Electric cars and nearby attractions Airport pick-up service laundry service Business center and meeting room including a childcare center.

According to Soenarno (2006), hotel facilities that could be enjoyed by customers were: lobby, exclusive way to shopping center, pick up facility in airport, outlets or stores around the hotel, babysitting facility, balcony, meeting room, business center, cake shop, coffee shop, 24hours doctor, afternoon service, quick check-in/check-out process 24hour room services, 24hour security, 24hourcohour coffee laundry, massage center, mini bar, restaurants, pool, sports field and travel agent. Also said that few facilities provided in the hotel bedroom were bedroom, television with video player, radio, clock, safe deposit box, internet access, dresser, coffee table, dinner table, telephone, sandals, wardrobe, refrigerator, couch and table, and emergency lamp. Moreover, the expected service quality refers to the expectations of customers related to service and the features which customers want to have to be satisfied

Bucak (2014). Meanwhile, customer perception towards a service can also be influenced by the atmosphere created by the facility from the relevant exterior and interior.

Santoso (2013) pointed out that service quality provided a perfect service to fulfill customers' hopes and needs. By various definitions stated, it can be said that

service quality is a performance given to customers to fulfill their needs and expectations.

Table 4 Related study about Summary of empirical studies on Appearance mix.

Author-Year	Topic	Variable	
		Dependent	Independent
Room Quality			
Blal, I., & Sturman, M. C. (2014)	The differential effects of the quality and quantity of online reviews on hotel room sales	online reviews on hotel room sales	Quality, Quantity
Zhang, Z., Ye, Q., & Law, R. (2011).	Determinants of hotel room price: An exploration of travelers' hierarchy of accommodation needs.	Influence room rates in hotels	Attributes of the room, quality
Masiero, Lorenzo (2015)	Determining guests' willingness to pay for hotel room attributes with a discrete choice model	Determining guests' willingness to pay	Hotel room attributes
Food and beverage			
AbuKhalifeh (2012)	Service quality management in hotel industry: a conceptual framework for food and beverage departments	Guest Satisfaction	Service Quality
Giritlioglu (2014)	Measuring food and beverage service quality in spa hotels	Customer perspectives	Service quality
Mahafzah (2020)	Impact of customer relationship management on food and beverage service quality	Impact of customer relationship management	Food and beverage service quality
Facility			
Nurcahyo (2017)	The Influence of Facility and Service Quality towards Customer	Customer loyal	Facilities, Services Qualities

	Satisfaction and Its Impact on Customer Loyalty		
Soenarno (2006)	An Assessment of the Quality of Facilities and Services Provided by Hotels	Services and Hotels	Facilities, Qualities,
Shanka, T., & Taylor, R. (2013)	An Investigation into the Perceived Importance of Service and Facility Attributes to Hotel Satisfaction	Attributes to Hotel Satisfaction	Service, Facility

From Table 4 Related study about Summary of empirical studies on Appearance mix. Demonstrates research that has been studied in on Appearance mix in terms of room quality, food and beverage, and facility to select service in five star hotels, Pattaya Chonburi. Therefore, a hypothetical variable in this research.

Customer Behaviors

Kotler's Consumer Behavior Model (2012) It is a study of the motivation that They make decisions about purchasing products and services. Starting from birth Is stimulated (Stimulus) and when that stimulus passes through the consciousness of the consumer until it causes To demand Which is like a black box (Buying's Black Box) that the manufacturer or seller cannot It can be assumed that those feelings are influenced by various From the inside of the consumer's mind, thus leading to The consumer response or purchase decision by Dara Teepapal (2003) provides the meaning of That consumer behavior Refers to actions It is not directly related to any consumer assortment. Choose to buy, use of products and services, as well as the decision-making process, which is the lead or dictator of action, such as to meet the Needs and needs of consumers to be satisfied.

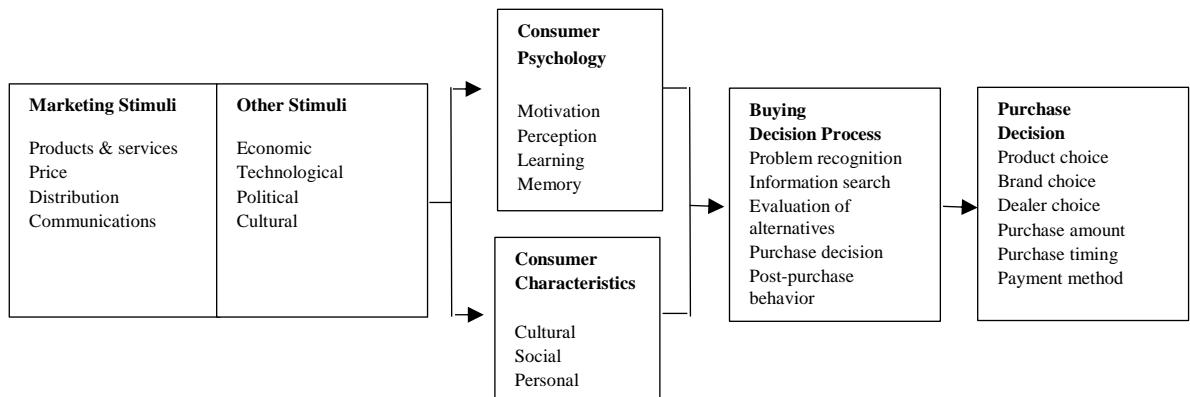


Figure 2 Consumer Behavior Model
Source: Kotler and Keller (2012)

Wirach Sanguanwongwan (2005) the decision was the selection will be done. There are two or more options available, and there will be a different decision-making process. 8 steps.

- 1) Identify the problem
- 2) Specify the criteria used in the decision-making.
- 3) Assign weights to those criteria.
- 4) Define alternatives
- 5) Analysis of alternatives
- 6) choose an alternative
- 7) Proceed with alternatives.
- 8) Evaluate decisions

Phiboon Teepapal (2006) discussed the decision-making process. Decision making process the consumer purchase consists of two parts. The first part is the decision process of the consumer. Buying or using the service itself the second part is factors affecting the purchasing decision process factors. Affecting the process in which the purchasing decision process consists of 6 steps. Knowing the problem Finding information Alternative assessment Buying decision and behavior after the

purchase Factors that influence purchasing decisions are factors related to demographic characteristics. Or demographic.

Schiffman & Kanuk (1994)'s definition of Decision-Making Theory as model of consumer decision making, which combine consumer decision concepts with consumer. Behavior. The theory was divided into three parts: input, process, and output.

1. Input referred to external data that affect values, attitudes, and consumer's behavior, which derived from business provider's Marketing Mix strategy intension to communicate with their customers. Input can be divided into Marketing inputs and Sociocultural Inputs.

2. Process referred to influences of Psychological Factors that could motivate. Consumer's perception, acknowledgement, and attitude toward the products and services. Customers' process would affect their decision making whether to perceive the risk or evoked set.

3. Output referred to customer's decision and expression from buying purpose, buying behavior to post buying evaluation behavior. Output could be affected by external environments such as social values and trends or internal environment such as customer's hierarchy of needs, motivation, and recognition.

Factors that influence decision making. A study of consumer purchasing behavior. Popularly studied from the form or model Consumer behavior (Stimulus-Response: S-R Model), starting with the consumer getting our thing. Or stimulus from the external environment Both marketing stimuli, service, and other external stimuli This will affect the perception of the consumer. And when combined with the consumer's own internal factors and processes Consumers' purchasing decisions will ultimately lead to their purchasing decisions (Hathaiwongsuksri Magazine, P.O.Seree Wongmonta (1999) gave an idea of the factors influencing decision-making. Of consumers saying Consumer behavior is determined by their physical characteristics. And physical appearance will Was determined by psychological condition. The psychological condition is determined by the family and the family is correct. Social defining Including the society is defined by the culture of the local area. That behavior is

expressed from these impacts is Consumer behavior itself. There are two factors that influence consumer decisions: internal factors.

Internal Factors and external factors by this internal factor are called. Basic determinants with various factors that determine consumer decision-making behavior are as follows.

Internal factors

1) Needs, desires, and desires of all human beings. These three are interchangeable. The physical necessity, the need for livelihood, the necessity Demand for higher requirements than is required. And desire Which is considered a necessity. The highest psychological

2) Motive refers to the condition of the problem that has reached a critical point that makes consumers more vulnerable. Uneasy, motivation is a strong demand forcing people to find a way to meet their needs. Satisfaction can be physical or psychological discomfort. Solve such problems. The motive is based on the need, because if there is no need, it will be. Not motivated and the necessity, when it arises in the violence of the heart, it becomes the passion of the soul. But if the need is not strong enough, then the motive will not arise.

3) Personality is the overall personality traits of a person that are developed over the long term. This has the effect of determining the patterns of interaction or response that are not the same. Depending on Individual personality Therefore, a person's personality determines his behavior. Human response

4) Attitude Evaluation of satisfaction or dissatisfaction. Feelings and attitude How people feel about their opinions, or One thing Attitude is one that leads to the practice of Consumers There are 3 things that come in to define attitudes: knowledge, feeling, trend of habit or Readiness to act.

5) Perception is a process by which a person must interpret information to determine which images are available. Meaning and perception that is important in the marketing of consumer behavior as such. Marketing war Truth is not a product war, but it is a war of creating awareness, which means Competing on the market is

not a competition, it just produces good products. But will compete in the construction Better descriptive pictures in the product Therefore, the creation of a product image for people to see in a good image. It is the creation of the behavior in all perceptions of consumers.

6) Learning is a change in a person's behavior caused by Experience Therefore, learning is an experience that a person has accumulated and will result in behavior. Of consumers to choose or decide on any action

External factors

1) Economy is what determines the purchasing power of consumers. And it will be a measure of the level of the consumer's ability to have the least amount of exposure to what they want.

2) The body's needs are influenced by the consumer's family members because Families will take part in making decisions about how to consume various things.

3) Social Group Characteristics of society Which consists of a lifestyle social values and trust Because social factors play a large part in decision-making. Choose or not to choose to consume things.

4) Culture is a group of fundamental values of perception of needs and behavior. Who learned from being a member of the family society Which consists of expression values Using materials or objects and thinking methods is another form of culture like Thai society. It is a system of society that Correct, not a system of social protection. Therefore, the consumption behavior of Thai society has a trend that will consume a product or service that is not highly supported by arts and culture.

(Kotler, 1994) mentions the decision that It is an alternative process. One way or another, which is thought best. The decision makers must use their judgment (Judgment) in their decisions. To get results that are worthwhile or achieve the goal

Each decision maker uses a different technique to make the decision. Decisions may make decisions based on their experience, hear, see, or informed decisions.

The news is a component. The decision has 2 characteristics as follows.

1) The decision-making process is a method for implementing various activities to produce results according to the intended purpose Making the right decision in good planning requires academic criteria. Coupled with practice and experience Data collection and analysis in various formats to meet. The intended purpose

2) The nature of a decision under different circumstances can be divided into three parts: The target or the value of the target Choice or activity and various situations by considering Information and nature of the activity from the study of concept, theory about decision making It can be concluded that Decision to purchase product Search service or service must have an incentive to purchase, which is the external environment and the environment. Inside of the buyer These are the things that are important to management's decision-making.

2.3 Service Quality

Perceived quality can be defined as the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives. Perceived quality is a perception of customers and can not necessarily be objectively determined because of subjectivity embedded in perception. Perceived quality is an intangible, overall feeling about a brand. However, it usually will be based on underlying dimensions regarding reliability and performance Aaker (1991) identified five dimensions of perceived quality of the service concept: (1) tangibles, (2) reliability, (3) competence,(4) responsiveness, and (5) empathy.

1.Tangibles: The appearance of employees, physical facilities being offered, and equipment which forms part of the service experience.

2.Reliability: The way the service is being delivered, that is, the ability to deliver the promised service precisely and consistently.

3.Responsiveness: Willingness to help customers, respond to their queries, and also to provide rapid service to them.

4.Assurance: Understanding and courtesy of the staff and their capability to inspire trust and confidence.

5.Empathy: Helpful, care about the customers' requirements and the firm provides individualized attention to its customers with sympathy.

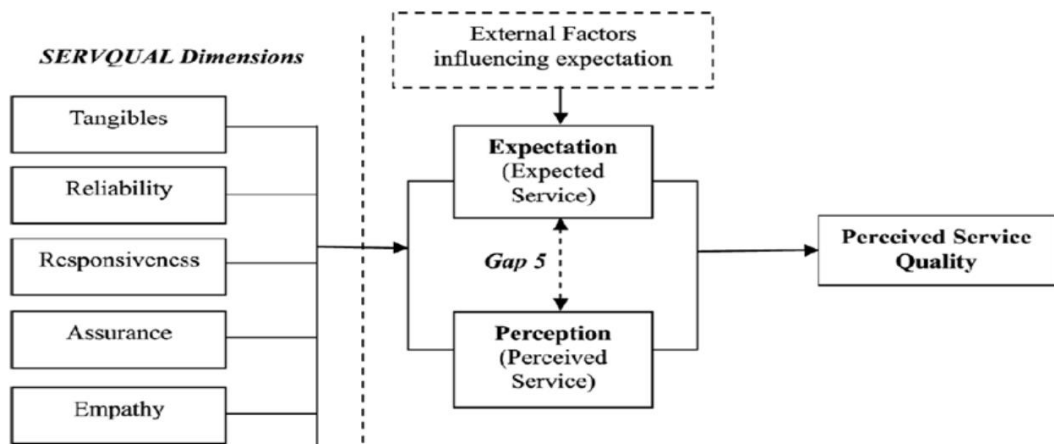


Figure 3 The Five Dimensions of Service Quality

(Parasuraman, Berry & Zeithaml,1991)

Table 5 Related study about Summary of empirical studies on hotel service quality.

Author-Year	Topic	Variable	
		Dependent	Independent
Hassan and Shahnewaz (2014)	Measuring tourist service satisfaction at destination: A case study of Cox's Bazar Sea beach, Bangladesh	Impact of perceived service quality on satisfaction of tourists	Tangibility Reliability Responsiveness Assurance Empathy
Al Khattab and Aldehayyat (2011)	Perceptions of Service Quality in Jordanian Hotels	hotels 'service quality performance from customer perspective	Responsiveness Assurance Reliability Tangibility Empathy
Suzana and Raspor (2010)	Measuring Perceived Service Quality Using SERVQUAL: A Case Study of the Croatian Hotel Industry	perceived service quality	Empathy Reliability Accessibility Tangibles

Karunaratne and Jayawardena (2011)	Assessment of Customer Satisfaction in a Five Star Hotel - A Case Study	Customer Satisfaction in a Five Star Hotel	Tangibility Reliability Responsiveness Assurance Empathy
Nguyen, Ha, Anh, and Matsui (2015)	Service Quality and: A Case Study of Hotel Industry in Vietnam	Customer Satisfaction	Reliability Responsiveness Assurance Empathy
PhD and Wu (2005)	Cultural Differences of Service Quality and Behavioral Intention in Tourist Hotels	Behavioral Intention	Tangibles Reliability Empathy

From Table 5 Related study about Summary of empirical studies on hotel service quality. Demonstrates research that has been studied in Service quality in terms of tangibility, reliabilities, responsiveness, assurance, and empathy influence international tourists' decision to Select Five-star hotels. Therefore, a hypothetical variable in this research

Sirisack (2014) described to study the customer's decision making for the selection of what tourist destination. The study applied a descriptions and distinctions approach to collect data from two key informants. Foreign visitors traveling to new countries and government officials, the study found that the image of Luang Prabang resulting from its status as a world heritage city, was a place holding traditional culture, good hospitality, and a safe place for traveling, these were all major motivations for foreign tourist to visit the town.

Hassan and Shahnewaz (2014) Impact of perceived service quality on satisfaction of tourists visiting Cox's Bazar in Bangladesh Five service quality dimensions have positively significant impact on customer satisfaction. The strongest factor is empathy, followed by responsiveness, reliability, assurance, and tangibles This study examines existing tourism services of the highly trafficked destination of Cox's Bazar Sea beach in Bangladesh using a tourist satisfaction analysis. Using observation and self-determined questionnaire survey, the study classified tourist to their demographic and socioeconomic characteristics and measured satisfaction level using five points. Likert-scales against seventeen selected variables. The findings of this study suggest that tourists were mostly satisfied with amenities related to destination management, with a natural attraction to the beach and relaxation facilities provided by the destination. In contrast, tourists were disappointed with facilities such as health and emergency services, transportation services, tour guides, information services and night life. The outcome of this empirical research will enable planners, investors, destination managers and other vested interest groups to better understand tourist expectations and formulate improved strategies, regional policy, and a balanced approach toward sustainable tourism development in the region.

Al Khattab and Aldehayyat (2011) The importance of service quality for business performance has been recognized in the literature through the direct effect on customer satisfaction and the indirect effect on customer loyalty. The main objective of the study was to measure hotels' service quality performance from the customer perspective. To do so, a performance-only measurement scale (SERVPERF) was administered to customers stayed in three-, four- and five-star hotels in Aqaba and Petra. Although the importance of service quality and service quality measurement

has been recognized, there has been limited research that has addressed the structure and antecedents of the concept for the hotel industry. Hotel customers are expecting more improved services from the hotels in all service quality dimensions. They have the lowest perception scores on empathy and tangibles.

Nguyen, Ha et al. (2015) said that Customers' perception of service quality in Mauritius hotel industry fell short of their expectations, with the empathy dimension having largest gap. The study implies that service quality plays an important role as a driver for higher customer satisfaction level in hotel service. Managers would focus on Empathy, Reliability, Responsiveness, and Assurance to achieve high degree of customer satisfaction which leads to customer loyalty and business profit.

Suzana and Raspor (2010) The purpose of the study is to examine customers' perceptions of service quality in the Croatian hotel industry. The aim is to assess the perceived service quality of hotel attributes and to determine the factor structure of service quality perception. A modified SERVQUAL scale was used to assess service quality perceptions from the perspective of domestic and international tourists. The study results indicate the rather high expectations of hotel guests regarding service quality. Reliability empathy and competence of staff accessibility and tangibles are the key factors that best explained customers' expectations of hotel service quality. The results of the quantitative assessment of perceived service quality may provide some insights on how customers rate the service quality of a particular hotel. Thus, the findings can be used as a guide for hotel managers to improve the crucial quality attributes and enhance service quality and business performance.

Santouridis, Trivellas et al. (2009) The present study investigates internet service quality and its impact on customer satisfaction in the banking context. Internet service quality is operationalized by adopting an instrument, which is based on SERVQUAL and consists of six dimensions, namely assurance, quality of information, responsiveness, web assistance, empathy, and reliability. The findings confirm, to a great extent, the validity of the instrument and highlight the above average performance of service quality delivered by Greek banks via the internet. All quality dimensions are proved to be antecedents of overall customer satisfaction, with reliability having the most significant impact. Furthermore, quality of information is a

crucial dimension driving the customer intentions for internet banking future usage. Finally, familiarization-related dimensions, such as empathy and web assistance, play an important role in customers willingness to recommend the service to other people.

Devi (2004) Given the strategic importance of service quality in hotels of Mauritius, this paper investigates the perceptions of international tourists in hotels of Mauritius by employing a modified SERVQUAL approach Using a principal component factor analysis with a Varimax rotation technique, this study identifies nine hotel factors out of 39 hotel attributes and determines the levels of satisfaction among international tourists and their overall evaluation of service quality prevailing in the hotels. Room attractiveness and decor have strongest affect perceptions of hotel guests' satisfaction, followed by Staff outlook and accuracy, Reliability, Hotel surroundings and environmental factors, Food, and service-related factors.

Karunaratne and Jayawardena (2011) Tourism industry has become one of the most profitable industries in the world. Customer satisfaction has been identified as a key performance indicator in hotel industry. This study focused on customer satisfaction of a five - star hotel in Kandy district. SERVQUAL model was employed in the assessment of customer satisfaction of the hotel. The overall objective of this study was to examine the level of customer satisfaction and major factors contributing to customer satisfaction in a five-star hotel. Majority of the customers expressed their satisfaction with the overall service they received from the hotel, especially regarding Tangibility, Responsiveness and Assurance. The hotel had not fulfilled the customers' satisfaction about Reliability and Empathy.

PhD and Wu (2005) The results of this empirical study suggested that there was a significant perceived difference toward all dimensions of service quality among three cultural groups. The English Heritage group perceived better service quality than the Asian and European groups. indicated that tourists from English heritage cultures perceived better service quality than either the Asian and European groups in the dimensions of tangibles, reliability, and empathy, but only perceived better than the Asian group in the dimensions of responsiveness and assurance. Managerial implications of these findings, and recommendations for practitioners and marketers,

could be used to allocate managerial resources and develop marketing strategies for dealing with culturally diverse clientele populations.

Assaf and Magnini (2012) conducted a study on Customer satisfaction in measuring hotel efficiency: Evidence from the US Hotel Industry (Accounting for customer satisfaction in measuring hotel efficiency: Evidence from the US Hotel Industry) and customer satisfaction is a significant outcome of service delivery. But it is often ignored in the hotel performance studies. This study provides empirical evidence that excludes customer satisfaction that could lead to significant differences in the meaning and ranking of hotel performance scores. In this study, hotel performance scores were performed using a randomized Stochastic Frontier method that was based on a balanced sample of leading US hotel groups. This study the efficacy results were presented and compared from two forms of the study. The first included a customer satisfaction score and the second model. Customer satisfaction rating is not included. The study discussed differences in efficacy scores between the two studies. In addition, the performance score values of each hotel chain were described and suggested for future research.

Abukhalifeh and Mat Som (2012) conducted a study on Service quality management in Hotel Industry: Service Quality Management in Hotel Industry (A Conceptual Framework for Food and Beverage Departments) found that service quality is a key focus of research related to the hotel food and beverage department. Despite a lot of research on the quality of service but the reasons why repeat guests are at the hotel and why high-quality service from the food and beverage department is essential. Still not got the answer. The objective of this study was to review the available literature on the management of service quality in the hotel food and beverage department, hotel processes, and effective service quality management frameworks. This study discusses famous models. And describe the dimensional framework Managing Parasuraman's quality of services related to food and beverages. And application to the hotel industry This concept study. Suggestions how to apply the service quality dimension model in the food and beverage department to improve good management in meeting guest satisfaction.



Huang and Cai (2015) conducted a study on Modeling consumer-based brand equity for multinational hotel brands - When hosts become guests, this study. Studied the challenges that must be faced with the global expansion of multinational hotels under international travel Booming country Based on the foundational theory related to brand value, this study has developed a consumer-led brand value model for international hotel brands. It examined the impact of brand knowledge on consumer responses to these brands. The conceptual framework for this study was tested using examples of Chinese middle-class consumers in their home country. Theirs, which is China, and Chinese consumers who have traveled abroad as their host country Which is the United States Three US multinational hotels were selected in the study: Hilton, Holiday Inn, and Super 8. There are patterns of correlations between the response to brand knowledge and consumers in the home country and country. Travel to the United States as a consumer-based brand value model

Hussain, Al-Nasser et al. (2014) conducted a study on Service quality and customer satisfaction of a UAE-based airline: An empirical investigation), an empirical investigation of the link between service quality. Service provider image Customer expectations, recognition of value Customer satisfaction and loyalty in the brand of airlines operating in Dubai the research quality indicators were determined using the revised SERVQUAL conceptual framework for this research as quantitative research. Data were analyzed from 253 questionnaires and a structural equation model in the data analysis. Perception of value and brand image has a significant positive effect on customer satisfaction. Which leads to loyalty in the brand and use it to benefit.

Table 6 Independent variable of Service Quality frequency

Based on the above table, there are many variables related to the study of Service Quality therefore, the researcher prefers to do frequency with previous research article to identify which variable of Service Quality should be selected to study depend on their high score of each variable if compare to others as shown in the following table frequency of independent variables as shown below:

Author/ variables	Hassan and Shahnwaz (2014)	Al Khattab and Aldehayyat (2011)	Suzana and Raspor (2010)	Karunaratne and Jayawardena (2011)	Nguyen, Ha et al. (2015)	PhD and Wu (2005)	frequency
Tangibility	✓	✓	✓	✓		✓	5
Reliability	✓	✓	✓	✓	✓	✓	6
Responsiveness	✓	✓		✓	✓		4
Assurance	✓	✓	✓	✓	✓		5
Empathy	✓	✓		✓	✓	✓	5

2.4 Service Marketing Mix (7Ps) of Accommodation Service

The marketing mix is one of an important marketing tactics that a company uses to promote its brand or product. Marketing mix would help the company to understand what product or services they could offer and how to plan a successful product offering. With the marketing mix, the company would be able to put the right product in the right market Description of service Marketing Mix or 7Ps; Product, Price, Place, Physical Evidence, Promotion, People, and Process are the main set of actions, or tactics, that a company uses to promote its brand or product in the market.

Hiransomboon (2012) conducted research pertaining to tourists buying decisions with regards to many kinds of accommodations and found that the most popular accommodation was still guesthouses with a reasonable price. Guesthouses provide only limited services; therefore, the rental rate is normally not as high as full-service hotels. Given that guesthouses provide only limited services, they can more readily control and reduce operational costs. Generally, self-service is accepted by most backpackers, who prefer to make decisions in their traveling program by themselves. The study indicated that most backpackers stay less than one week, because they prefer to spend most of their time travelling around Bangkok, so location is a key. A place located near tourist attractions is generally fully always booked. However, some tourists, who stay for a longer period, may require a location that offers a peaceful atmosphere conducive to relaxation. Most international tourist procure traveling information from websites and make reservations in advance, while fewer make the decision on premise.

Marketing mix for service businesses

1. Product something offered for sale by a business. To meet the needs or requirements of the customer to be satisfied. The products offered for sale may be tangible or intangible, the product or service consists of goods, services, ideas, places, products, or services. There is value in the eyes of the customer.

2. Price amount of money or other things That is necessary to pay for the product or service. Or value in terms of money as the cost of the customer Consumers compare the value of a product or service with the price. If the value is higher than the

price, the consumer decides to buy. Therefore, the seller must consider the perceived value in the eyes of the customer. Customer's acceptance of the product's value must be considered as higher than the price of that product. Including product costs and related expenses from the purchase of goods and services and competition.

3. Place is an activity that makes products easy to find for customers. When he wants to buy it whenever and wherever the work in the distribution channel therefore consists of the convenience of dealing with customers. Determining the location of the distribution source in addition, additional elements of support and distribution of products. Is an activity that involves the movement of goods from the producer to the consumer. To achieve the coordination and achieve the lowest cost of distribution.

4. Promotion is a communication tool to create satisfaction with products or services. Used to induce a desire to remind in the product They are expected to influence feelings, beliefs and buying behavior. Communication may use salespeople to conduct sales, non-human communication. Communication consists of Sales promotion aimed at consumers Stimulation from salespeople and stimulation from the mediator Methods used to communicate with customers, such as magazines, radio, television, or billboards. Electronic marketing and sales by phone

5. People who have been selected, trained, motivated to be able to make customer satisfaction different from competitors. Employees must be polite. Can provide fast service Caring for customers the service is full of smiles. And friendliness to customers that are impressive.

6. Physical Evidence Creation and presentation of the very few service businesses that do not have the physical aspect of the service involved. Therefore, some of the physical components will influence the decision of the customer or the service user, for example the term physical. Refers to the environment such as location, cleanliness, lighting, store layout, facilities, etc.

7. Process in the service business group Service delivery process It is just as important as that of human resources. Even if the service provider is interested in taking good care of their customers Cannot solve all customer problems such as

booking, queue, service will cover the policy and the processes used the level of mechanization in the provision of services such as payment acceptance.

For service business (service marketing mix) is an important concept in marketing operations. For the service business (service mix) of Kotler (2003) it is a service business concept. This is the marketing mix (marketing mix) or 7P's in setting marketing strategies. The general merchandise and service market will have different characteristics. For this reason, the service marketing mix is This differs from the marketing mix of conventional products. Must focus on service Process of Service and physical environment.

Concept of marketing for service businesses.

Service means the beneficial activity or satisfaction that is offered for sale or Activities organized together with the sale of products (Chataya Porn Samerjai, 2003, page 10) Service means the activities of the intangible delivery process Goods) of the business to the service recipient. The intangible product must meet the needs of the Service providers until they lead to satisfaction (Chaisompon Chaoprasert, 2006, page 18). From the meaning of the above. Can consider the significance of the words as follows. (Chaisompon Chao Prasert, 2006, pages 18-19)

1) Delivery Activity means undertaking or receiving Responding to needs, such as a customer mending the clock. What customers want is that Keep the clock in a usable condition. Therefore, the activities of the handover process are That clock must be corrected. According to the needs of the customer.

2) Intangible goods mean "services" resulting from the activities of the delivery process, which includes consultation, warranty, entertainment service, Providing technical services Finance, etc.

3) Customer need and want means a need and the wishes of the customer to expect from the service, such as dining Value with delicious food, good atmosphere with soft music.

4) Customer Satisfaction means that the customer receives the service that Can meet the needs.



Overall, it could be said that Service is an activity that takes place between two people who react. Relationship with each other By the activities that occur, there will be a product either or not, Millet (1954, pp. 397-400) said about the satisfaction of the service. (Satisfactory Service) or It is possible to determine whether the service is satisfactory or not, as measured by

- 1) Equitable service is fair service.
- 2) Equality and equality, regardless of who it is.
- 3) Timely Service is a service based on the nature of the need to hurry
- 4) Providing adequate services is a site-wide demand. Personnel, materials, and equipment
- 5) Providing continuous service until results are achieved.
- 6) Providing services with progress is the development of services in the quantity of quality has continued to progress.

Service method Businesses can provide services through various tools or methods (Chai Somphon) ChawPrasert People, 2006, page 19).

1) Providing services by people or employees Providing services by people or by employees is a method. Providing a service that is more important than other means of providing service because it can be Adjust to suit the needs of each customer. As well as providing services closely (Personal Touch), which, if any business has excellent service, that business is deemed to have However, the limitation of service by means is that the employee is a person. Therefore, have different feelings and emotions Even in the same person there are different feelings and feelings indifferent intervals in addition, to expenses related to people management. From the expenses for the training. So, the salary and benefits are extremely high.

2) Provision of services by electronic equipment This type of service is generally seen as Providing massage services with a massager financial service through ATM machines (Automatic Teller Machine; ATM) Automatic deposit machine Weighing with automatic machines Automatic fortune-teller too Vending machine or a doctor

on the phone, etc. It can be seen that the service provided by the device Electronics have become increasingly important as they become increasingly important. This is because the cost of service is lower than that of the service.

The person model and the delivery of services in each time are up to the specified standards. But providing this kind of service Unable to adjust the service model to meet the needs of each different customer, including Unable to answer questions or solve problems for all customers. Therefore, it can be found that the service with electronic devices, there is often a need for a customer service center to answer questions for customers. During use with service business marketing, it must also use tools for both internal and external marketing. Marketing) in which the company must rely on employees to help and must rely on external marketing (External Marketing) by communicating with customers and marketing relationship between buyers and sellers (Interactive Marketing), which can provide the following details Siriwan Serirat, Prinlaksitanon, Suporn SeriratAnd Ong-Padavanich, (2003).

1) Internal Marketing the Company's internal marketing includes Training and motivating service sales representatives in building customer relationships. Including employees who testify Support the service by working together as a team. To create satisfaction with customers.

2) External Marketing is the use of marketing tools to Customer service in the provision of service Pricing Distribution And providing services to Customer.

3) Marketing that is a relationship between buyers and sellers (Interactive Marketing) means creating Reliable service quality occurs while a vendor provides a service to a customer. Whether the customer accepts or not depends on the Customer satisfaction the customer will consider the quality of service by considering the following aspects. Technical quality Front quality Service quality that customers can assess before purchasing quality Experience And quality. Trust that is true.

Table 7 Related study about summary of empirical studies service marketing mix.

Author-Year	Topic	Variable	
		Dependent	Independent
Hiransomboon (2012)	Marketing Mix Affecting Accommodation Service Buying Decisions of Backpacker Tourist Traveling at Inner Rattanakosin Island in Bangkok, Thailand	The accommodation service buying decision of backpacker tourists.	Product Promotion Price Place People Process Physical evidence
Ismail, Mubarack, and Thulkify (2015)	Impact of service marketing mix on customer satisfaction	customer satisfaction	Product Promotion Price Place People Process Physical evidence
Yelkur (2000b)	Customer satisfaction and the services marketing mix	Customer satisfaction	Place Physical evidence Process
Chaiyabut (2017)	The influencing of service marketing mix: A case study of three-star hotels in Thailand	customers' attitudes	Product Promotion Price Place People Process Physical evidence

Wijayanto (2015)	The Effect of Service Marketing Mix in: Studies in Hotel Grand Zuri Pekanbaru	Choosing the Decision to Consumer Services Hotel	Product Promotion Price Place People Process Physical evidence
Kontis and Lagos (2015)	Factor Framework for the Evaluation of Multichannel Marketing Mixes in 5* City Hotels	Factor Framework for the Evaluation of Multichannel	Product Promotion Price Place People Process Physical evidence

From Table 7. Related study about Summary of empirical studies service marketing mix. Demonstrates research that has been studied in Marketing Mix in terms of product, price, place, promotion, process, physical evidence, and people influence international tourists' decision to select Five-star hotels Therefore, a hypothetical variable in this research.

Table 8 Independent variable of service marketing mix frequency

Based on the above table, there are many variables related to the study of service marketing mix therefore, the researcher prefers to do frequency with previous research article to identify which variable of service marketing mix should be selected to study depend on their high score of each variable if compare to others as shown in the following table frequency of independent variables as shown below:

Author/ variables	Hiransom (2012)	Ismail et al. (2015)	Yelkur (2000b)	Chaiyabut (2017)	Wijyanto (2015)	Kontis and Lagos (2015)	Frequency
Product	✓	✓		✓	✓	✓	5
Promotion	✓	✓		✓	✓	✓	5
Price	✓	✓		✓	✓	✓	5
Place	✓	✓	✓	✓	✓	✓	6
People	✓	✓		✓	✓	✓	5
Process	✓	✓	✓	✓	✓	✓	6
Physical evidence	✓	✓	✓	✓	✓	✓	6

Ismail, Mubarack et al. (2015) Findings of previous studies poorly proved that the impact of all elements of service marketing mix on customer satisfaction. This gap motivated me to do research in banking services to know the impact of service marketing mix on customer satisfaction in two selected branches of Batticaloa District. This study is aimed to know the impact of service marketing mix on customer satisfaction. In terms of the values of the R square and adjusted R square of the results of the regression, service marketing mix elements such as product, place, promotion, price, people, process, and physical evidence explain around 75% of variation on customer satisfaction. Study concludes that service marketing mix have higher impact on customer satisfaction.

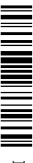
Yelkur (2000) stated that the elements in the services marketing mix have influenced positively on customer satisfaction. It indicates that service organizations should pay more attention to their employees as well as their customers; it would increase both employee motivation and customer satisfaction. As a result, our study supported the argument that there is a positive correlation between the marketing mix and satisfaction.

Chaiyabut (2017) The findings revealed the respondents' attitudes towards the service marketing mix indicated high level around product, place or distribution channel, people, and physical evidence, whereas the respondents' attitude towards the service marketing mix indicated medium level in price, promotion, and process. The purposes of this research paper were to survey hotel customers' attitudes towards the service marketing, service behavior and perceived brand value. The scope and focus of the study were to the three-star hotels. In other words, there are small hotels which aim to provide service to mainly regular middle income.

Kontis and Lagos (2015) studied the Factor Framework for the Evaluation of Multichannel Marketing Mixes in 5 City Hotels. Have studied the factors and criteria for evaluating the performance of a marketing channel used by five-star hotels in Attica, Greece. To be used in determining ingredients in multi-channel marketing It uses in-depth interviews with sales and marketing decision makers. Which allows to reduce the limitations of the factor framework Financial and non-financial factors Including criteria for evaluating the performance of tourism marketing channels in the

hotel sector in order to obtain information to support effective decision-making processes. Which method of blending to determine the ingredients of Evaluation factors and criteria which respond to various business goals Help reduce insecurity and improves the overall multi-channel marketing mix decision-making process.

Wijayanto (2015) This research aims to know the services marketing mix done Grand Zuri Hotel in influencing the consumer's decision in choosing a hotel and know the magnitude of the influence of simultaneous and partial service marketing mix of Grand Zuri Hotel against the decision of the use of the service made consumers in choosing a hotel. The responses of the respondents regarding the implementation of the marketing mix services Grand Zuri Hotel is good and the responses of the respondents regarding the consumer decision making in selecting the Grand Zuri Hotel Pekanbaru is good.



CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

This research will study about The Perception of service quality, service marketing mix, and appearance mix on international tourists: A case of five star hotels, Pattaya Chonburi.. Researchers start the first process of research which is the topic selection then starts the second step by design and create hypothesis and objectives of research for focus on study point. Next, researcher start literature review from various data resource which related to this topic. Then, researcher designs conceptual framework of the study and methods for gather data which these data will be used for data analysis.

3.2 Population and sampling

The population of the study is international tourists who have experienced five-star hotel in Pattaya, Chonburi. Because in this research, the researcher could not find the target population. this study defines a sample group based on the unknown population. With the assumption that the data There is a normal distribution, and the sample group size is determined using the formula for comparison. Cochran's variance is defined as the maximum level of variance $p = 50\%$ or 0.5 and $q = 50\%$. Or 0.5 at a 95% confidence level, and a 5% sampling tolerance is acceptable. Or 0.05 (Cochran, 1963, referred to in Sripensup Monchai et al, 2014).

Calculate the sample size as follows.

$$n = \frac{\sigma^2 Z^2}{e^2}$$

n = sample size

σ = standard deviation of the sample

Z = Z value at reliability level or significance level. - Reliability level 95% or significance level 0.05; z = 1.96

e = acceptable sampling error ($e = 0.10\sigma$)

$$n = \frac{1.96^2 0.5^2}{5^2}$$

$$= \mathbf{384.16}$$

From the calculation, it was found that in the case of unknown at the 95% confidence level, a suitable sample size was 385 samples. The researcher then prepared a questionnaire for an additional 5% of the sample for a total of 405 samples.

3.3 Research instrument

The study instrument is a researcher-designed questionnaire that was administered to participants through an on-line survey to collect data that complied from concepts, theory, and related research. The questionnaires for this study divide into 6 parts as follows:

Part 1 Demography information, gender, age, education level, occupation, income and the media recognize.

Part 2 The behavior of international tourist.

Part 3 The Perception of services quality of customers expect from using products and services from provided facilities in the business or accommodate in 5 Five-star hotels in Pattaya, Chonburi.

Part 4 The Perception of services Marketing Mix, which are Product category, Price, Location, Promotion, Physical Evidence, People, and Process

Part 5 The Perception appearance mix to decision making to selection five star hotels.

Part 6 Comments/Suggestions

In the 3rd to 5th parts of questionnaire concentrate to focus on level of affecting on factor that influence tourist loyalty on their revisit intention toward Pattaya City which were designed to be the Likert scale by rating scale into 5 levels for respondents to indicate the level of affecting as follows rating.

The questionnaire has 5 levels:

Level	Point
Highest	5
High	4
Moderate	3
Less	2
Least	1

Interpretation method for the results of questionnaire by using mean value follows this formula,

$$\begin{aligned}
 &= \frac{\text{The highest point} - \text{The lowest point}}{5} \\
 &= \frac{5 - 1}{5} \\
 &= 0.8
 \end{aligned}$$

Thus, meaning of the point for each factor are as follows.

Mean score the level of affecting of each factor.

Level 5 Mean 4.21-5.00	Very high
Level 4 Mean 3.41-4.20	High
Level 3 Mean 2.61-3.40	Moderate
Level 2 Mean 1.81-2.60	Less

Level 1 Mean 1.00-1.80 Least

Then, in order to determine the maximum of this cell, the number one, which was the lowest value on the scale, was added by the researcher. Finally, the cell's length was calculated in the following table by the researcher:

Table 9 Point Likert scale Agree or disagree.

Scale Rank	Score Level of	Agreement
5	4.21-5.00	Strongly Agree
4	3.41-4.20	Agree
3	2.61-3.40	Neutral
2	1.81-2.60	Disagree
1	1.00-1.80	Strongly disagree

Validity

The researcher asks advisor to consider and check the questionnaires that got from the review of relevant documents as well as related research. Then, the researcher takes it to test the validity, and check the appropriate wording and the language using to make revision before taking it to questioning the actual data collection. In addition, the researcher asks three experts who are specialist in tourism field to verify and the Indexes-Objective Congruence (IOC) is used to evaluate the items of the questionnaire based on the score range from -1 to +1.

Congruent = + 1

Questionable = 0

Incongruent = -1

Any items with score lower than 0.5 are revised but the items with higher than or equal to 0.5 are used to conduct the study.

To prove that the questions are relevant to the topic, the formular below is used:

$$IOC = \frac{\sum R}{N}$$

IOC = consistency between the objective and content or questions and objective

$\sum R$ = total assessment points given from all qualified experts

N = number of qualified experts

The consistency index value must be at least 0.5 or higher to be accepted.

After receiving the assessment or evaluation results, the questions were adjusted and adopted to ensure a consistency index value of each question must greater than 0.5.

The three experts include:

1. Asst. Prof. Dr. Petchalas Wiriyasuebphong, Faculty of Management and Tourism
2. Asst. Prof. Dr. Natthakan Pruksornnan, Faculty of Management and Tourism
3. Dr. Sanon Anantanon, Faculty of Management and Tourism

The result of the Index of Item-Objective Congruence (IOC) greater than 0.5 to be considered consistent, Ong-Iam & Wichitwetphaisan (2018). The calculated value is between 0.67-1.00 in all items and all aspects. It means that the tools are consistent and can be used to collect data.

Reliability

After revision of the questionnaires by researcher, a pilot study is conducted by the researcher with 30 people living in Chonburi, Thailand who are sample group of the research in order to find out whether or not the individual score from the instrument are consistent reliable. To ensure the consistency, the researcher use

Cronbach's Alpha to validate reliability. The value of Coefficient Cronbach's Alpha (George & Mallery, 2019, p. 235) as bellow:

Cronbach's alpha (α) > .9 Excellent

Cronbach's alpha (α) > .8 Good

Cronbach's alpha (α) > .7 Acceptable

Cronbach's alpha (α) > .6 Questionable

Cronbach's alpha (α) > .5 Poor

Cronbach's alpha (α) < .5 Unacceptable

The coefficient Cronbach's Alpha should be equal to or greater than 0.7 (Pallant, 2013) to ensure the reliability of the research instruments, therefore the value of the coefficient Cronbach's Alpha should be in between 0.7 and 0.9.

The result of pilot test with 30 respondents showed that the total Cronbach's alpha of construct was .939 and Cronbach alpha of in the ranges of 0.8 and up to 1.00 is consider very good reliability (Pallant, 2013). Based on this, the questionnaire can be used for collecting data and this study.

Ethics

The research is required to trail standard ethical research. Prior in distribution the feedback form, the research ethics is going to be reviewed and approved by advisory committee of Burapha University to make sure assertively and free will behavior of participant. Therefore, after getting the recognition of the participants to take part in this research of the researcher should authenticate the understand capacity of the respondents. Respondents are not liable for any operating cost participating in this study. All personal data of the respondents would be reserved confidential.

3.4 Data Collection

Primary Data

Since the study selects the sample size of 405 people, so 405 questionnaires will distribute to the respondents. The researcher will distribute the google form questionnaires through social media platform to the respondents and use the

questionnaire in the form of a QR code for foreign tourists staying at a five-star hotel in Pattaya Chonburi to scan the responses to the questionnaire. The survey took between five and ten minutes to complete. The detailed questionnaires are giving out to the sample group to collect data that correspond to the objectives of complete characteristics of closed-end questions. The researcher uses survey questionnaire to collect quantitative research data while the respondents will be informed in advance that their answer are kept confidential and used to academic purposes only.

3.5 Data analysis

In this research, the researcher gathers the data from questionnaire to design the mean of data analysis and use SPSS program to process the data analysis and get the result of statistical as follows method.

1. Review data and editing: researcher inspects only complete questionnaires for evaluate and separate out the incomplete questionnaires.
2. Encode the data: raw data gotten by questionnaires then generate to evaluate information through the SPSS program (Statistical Package for Social Sciences). After that coded all questions and answer choices in different letter and number in order to represent the meaning and coded the unanswered question or missing data as a zero (0). These codes will be completed into the SPSS program. (Statistical Package for the Social Sciences) to analyze the data statistic.

3.6 Statistics

The researcher has analyzing method to test relation of variable by using descriptive statistics and inferential statistics and processing with computer program in order to do social research with analyzing statistics as following.

1. Descriptive Statistics the statistics used for analyzing each part of questionnaire are as following.
 - 1.1 Analysis of questions in Part 1: Demographics of respondents has statistics in used as frequency and percentage.

1.2 Analysis of questions in Part 2: Behavior of international tourist has statistics in used as frequency, percentage, mean and standard deviation.

1.3 Analysis of questions in part 3-5: The perception of service quality , service marketing mix and appearance mix to decision to select service in five star hotels in Pattaya Chonburi has statistics in use as frequency, percentage, mean and standard deviation

2. Inferential Statistics for testing hypothesis ($\alpha = .05$) the statistics used for analyzing in each hypothesis are

Hypothesis 1: International tourist in different demographics have different perception to decision to select service in five star hotels in Pattaya Chonburi

1.1 International tourist in different genders have different perception to decision to select service in five star hotels in Pattaya Chonburi uses t-test

1.2 International tourist in different age have different perception to appearance mix in five star hotels in Pattaya Chonburi. Uses one way-analysis of variance to analyze. If there is statistical significance, Least Significant Difference test (LSD) will be used to test each pair with significant level .05 or confidence level at 95%

1.3 International tourist in different marital status have different perception to appearance mix in five star hotels in Pattaya Chonburi. uses one way-analysis of variance to analyze. If there is statistical significance, Least Significant Difference test (LSD) will be used to test each pair with significant level .05 or confidence level at 95%

1.4 International tourist in different income have different perception to appearance mix in five star hotels in Pattaya Chonburi. Uses one way-analysis of variance to analyze. If there is statistical significance, Least Significant Difference test (LSD) will be used to test each pair with significant level .05 or confidence level at 95%

Hypothesis 2: The perception of the service quality to decision to select service in five star hotels in Pattaya Chonburi uses Pearson's Correlation to analyze. If there is statistical significance will test each pair with least significant difference test (LSD) at significant level.05 or confidence level 95%

Hypothesis 3: The perception of the service marketing mix to decision to select service in five star hotels in Pattaya Chonburi uses Pearson's Correlation to analyze. If there is statistical significance will test each pair with least significant difference test (LSD) at significant level.05 or confidence level 95%

3.6 Research Ethics

The research is required to trail standard ethical research. Prior in distribution the feedback form, the research ethics is going to be reviewed and approved by advisory committee of Burapha University to make sure assertively and free will behavior of participant. Therefore, after getting the recognition of the participants to take part in this research of the researcher should authenticate the understand capacity of the respondents. Respondents are not liable for any operating cost participating in this study. All personal data of the respondents would be reserved confidential.

CHAPTER 4

DATA ANALYSIS AND RESULTS

This chapter presents the findings of the quantitative data surveyed collected from 405 international tourists who have experienced five-star hotels in Pattaya, Chonburi. and were used to explore the mentioned Hypotheses based on research framework. The questionnaires were coded and analyzed using SPSS program by frequency, percentage, mean, and standard deviation values inferential Statistics was used to exam the hypothesis and analyze the relationships between factors by using Regression Analysis to study influence of independent variables on dependent variables.

The research analysis is presented into three Part as following:

4.1 Personal Information

4.2 Descriptive and statistics

4.3 Hypothesis testing

Symbols using in data analysis:

SD = Standard deviation

R = Correlation coefficient

R squared = Coefficient of determination

Adjusted R squared = A modified version of R-squared that has been adjusted for the number of predictors in the model.

Std. error = Standard error

ANOVA = Analysis of variance

df = Degree of freedom

F = Standard score for the F probability distribution

Sig. = Statistical significance

4. 1. Personal Information

In this part, researcher studies general information using frequency and percentage analysis method. To identify the general information characteristics of survey participants.

Table 10 The frequency and percentage of respondent's tourist country.

Country	Frequency	Percent
In Asia		
China	56	13.8
Cambodia	28	6.9
India	34	8.4
Japan	46	11.4
Malaysia	2	0.5
Myanmar	1	0.2
Philippines	2	0.5
Lebanon	2	0.5
Bhutan	1	0.2
Bangladesh	3	0.7
Singapore	1	0.2
South Korea	32	7.9
Out of Asia		
Sweden	35	8.6
USA	31	7.7
England	9	2.2
France	37	9.1
Germany	26	6.4
Mexico	14	3.5
New Zealand	1	0.2
Russia	42	10.4
South Africa	2	0.5
Sweden	35	8.6
Total	405	100

The respondent's mostly tourist nationality is Chinese at 13.8% (56 people) as show in the table above. Followed by Japaness at 11.4% (46 people), Russian 10.4% (42 people), French 9.1% (37 people) and Sweden 8.6% (35 people). All is part of all the tourists top 5 nationality of international tourists have experienced five star hotels in Pattaya, Chonburi. From 21 country as show in the table above.

Table 11 The frequency and percentage of personal Information

Characteristics	Frequency	Percentage
Gender		
Male	117	28.9
Female	288	71.1
Age		
Less than 20 - 20 years old	53	13.1
21-30 years old	252	62.2
31-40 years old	79	19.5
41-50 years old	19	4.7
Marital Status		
Single	222	54.8
Married	176	43.5
Education		
Lower than bachelor's degree	71	17.5
bachelor's degree	285	70.4
Master's degree	46	11.4
Doctor's degree	3	.7
Occupation		
Private employee	66	16.3
Private business	98	24.2
Government officer/State Enterprises	138	34.1
Student	84	20.7

Housewife	14	3.5
Unemployment	3	.7
Others	2	.5

Table 11

(Continued)

Income

Less than US \$ 2,000	232	57.3
US \$ 2,001-4,000	154	38.0
More than US \$ 4,001	15	3.7

The media make
recognize the hotel

Advertising on T.V	12	2.8
Advertising on radio	3	.7
Advertising on phone/Tablet	53	12.2
Documents/brochures	63	14.5
Friend/Acquaintance	120	27.7
Travel Agency online	179	41.3
Others	3	.7

The data shown on table reveal that the majority of respondents were female which total number of 288 equal to 71.1 % while male is 117 equals to 28.9%. Moreover, the respondents are mostly in age group of 21-30 years old at 62.2% (252) and 31- 40 years old at 19.5% (79) followed by age group of Less than 20 years old 13.1% (53) and 41-50 years old are 4.7% (19).

The majority of respondents' Marital Status is Single at 54.8% (222) followed by Married 43.5% (176)

The largest of respondents hold the bachelor's degree of 70.4% (n=285) while the second group is Lower than bachelor's degree of 17.5% (n=71) followed by master's degree at 11.4% (n=46) and Doctor's degree at 0.7% (n=3).

Most of respondents are Government officer/State Enterprises 34.1% (138) the second group is Private business 24.2% (98), the third is Student 20.7% (84) followed by Private employee 16.3% (66), Housewife 3.5% (14), Unemployment 0.7% (3) and other 0.5%(2).

The majority of respondents' income is Less than \$ 2,000 (n=232;57.3%) followed by income between \$ 2,001-4,000 (n=154; 38.0%). And the third is income between \$ 4,0001-5,000 (n=15;3.7%)

As for the media makes to recognize the five star hotel in Pattaya, Travel Agency online is the largest one with 41.3% (179) while Friend/Acquaintance 27.7% (120), Documents/brochures 14.5% (63), Advertising on phone/Tablet 12.2% (53), Advertising on T.V 2.8% (12) rest is Advertising on radio and Others 0.7% (3).

The Behavior of international tourist

Information about the behavior of international tourists influencing the choice of accommodation in Pattaya five hotels. This part is consisted of Information about the behavior of international tourists influencing the choice of accommodation in 5 hotels in Pattaya. Question are refer to who do you travel with, who do you like to travel with, the average daily occupancy, the type of accommodation you are interested in, the room you want, the price of the room per day, the reservation method, the type of travel you like.

Table 12 The frequency and percentage of each factor behavior of international tourist.

Characteristics	Frequency	Percentage
Who do you travel with on trip		
Alone	27	6.7
Friend	135	33.3
Family	153	37.8
Lover	90	22.2

Kind of travel			
	Alone	22	5.4
	Friend	149	36.8
	Family	134	33.1
	Lover	100	24.7
Table 12			
(Continued)			
Time spends on each trip			
	Within 1 day (Day trip)	3	.7
	2-3Days	179	44.2
	4-6 Days	150	37.0
	2-3 Weeks	53	13.1
	1 Month	19	4.7
	More than 1 month	1	.2
Type of accommodation interested in			
	Hotel	271	66.9
	Resort	92	22.7
Room preference			
	Double bedroom	142	35.1
	Twin bedroom	112	27.7
	Deluxe Room	114	28.1
	Suit	37	9.1
The price level of the room/per day			
	1,001- 5,000 TH bath	264	65.2
	5,001- 9,000 TH bath	133	32.8
	10,001 - 50,000 TH bath	8	2.0

How to make a
reservation

Online travel agent	230	56.8
(OTA)	110	27.2
Hotel Website	50	12.3
Travel agent		
Table 13 (Continued)	8	2.0
Call reservations	7	1.7
Others		

Table 12
(Continued)

Kind of tourism do
you like in Pattaya

Nature such as beach/ mountain	93	23.0
Adventure such as marine sport	147	36.3
Folkways	19	4.7
Night entertainment	97	24.0
Historical sites	32	7.9
Tradition	15	3.7
Others	2	.5

Total Responses	400	100.0
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For those are who do international tourists like to travel with Family is the largest one with 37.8% (153) while Friend 33.3% (135), Lover 22.2% (90), medical care 13.5% (54,) and Alone 6.7% (27)

For kind of travel, Friend 36.8% (149) was the highest, the second group is Family 33.1% (134), third is government and organization staff 18.8% (75) followed by Lover 27.4% (100), and less are Alone 5.4% (22).

Moreover, Time spends on each trip that most of respondents are 2-3Days (n=179; 44.28%) followed by 4-6 Days (n=150, 37.0%) third is 2-3 Weeks (n=53, 13.1%), 1 Month (n=19, 4.7%), Within 1 day (n=3, 0.7%) and last one is more than 1 month (n=1, 0.2%).

The majority of respondents were interested in accommodation such as Hotel 66.9% (271) and following by Resort 22.7% (92)

Additionally, Double bedroom is most preferred room 142 (35.1%) while Deluxe Room come in second 28.1% (114) following by Twin bedroom 27.7% (112) and Suit 9.1% (37).

As for the price level of the room/per day, 1,001- 5,000 bath is the highest one with 65.2% (264) follow by 5,001- 9,000 TH bath 32.8% (133) and 10,001 - 50,000 bath 2.0% (8).

The most reservation type for international tourist is Online travel agent (OTA) at 5.68% (130) followed by Hotel Website 27.2% (110). The third is Travel agent 12.3% (50) and Call reservations 2.0% (8) and rest is other 1.7% (7).

For the information about the type of travel in Pattaya that international tourist like the most is Adventure such as marine sport (n=147) 36.3% following by Night entertainment with (n=97) 24.0% third is Nature such as beach/ mountain are (n=93) 23.0%, while Historical sites (n= 32) 7.9% and, Folkways (n=19) 4.7%, Tradition (n=15) 3.7% Others is (n=2) 0.5 %.

4.2. Descriptive and statistics

Descriptive

The statistical analysis in this part was analyzed and demonstrated by Mean (M) and Standard deviation (S.D)'s score in which the level of each factor will be interpreted as shown in the following table:

Variables of the study

Abbreviation of variables

SQ: Service quality

SM: Marketing mix

FAC: Appearance mix factors

Table 13 Perception of the service quality on international tourists to select service in five star hotels.

Variables	M	S. D	Agreement Level	
Tangible	3.40	.580	Agree	
SQ1	Physical facilities visually appealing	3.35	.545	Neutral
SQ2	Hotel staff well dressed and appear neat	3.31	.582	Neutral
SQ3	Equipment and facilities are easy to use	3.41	.607	Agree
SQ4	Availability of business Centre	3.41	.599	Agree
SQ5	Variety of food and beverages choices	3.41	.569	Agree

Table 13 (Continued)

Reliability		3.35	.671	Neutral
SQ6	Promise to provide a service and do so	3.34	.708	Neutral
SQ7	Provide punctual services	3.32	.649	Neutral
SQ8	Performs the service right at the first time	3.32	.675	Neutral
SQ9	Keep reservation records accurately	3.36	.677	Neutral
SQ10	Staff show ability to handle service problems without hesitation	3.39	.649	Neutral
Responsiveness		3.48	.600	Agree
SQ11	Gives prompt service	3.54	.599	Agree
SQ12	Tells guests exactly when the services will be performed	3.45	.589	Agree
SQ13	Always willing to help	3.48	.620	Agree
SQ14	Never too busy to respond to guests' requests	3.46	.594	Agree

Assurance		3.33	.652	Neutral
SQ15	Staff instill confidence in guests.	3.29	.653	Neutral
SQ16	Guests feel safe and secure in their	3.32	.634	Neutral
SQ17	stay	3.36	.647	Neutral
SQ18	Have knowledge to answer questions	3.33	.659	Neutral
SQ19	Have the skill to perform the service	3.39	.667	Neutral
	Courteous and polite staff			
Empathy		3.35	.614	Neutral
SQ20	Give guest individual attention	3.33	.625	Neutral
SQ21	Consider the best interests of the	3.32	.589	Neutral
SQ22	guests	3.36	.616	Neutral
SQ23	Understand guest's specific needs	3.38	.612	Neutral
SQ24	Deal with guest in a caring fashion	3.39	.630	Neutral
	Operating hours convenient to guests			

According to table 13, the Service quality variable includes 24 factors The highest range is Responsiveness with mean equal to 3.48 and standard deviation equal to 0.600 was Agree level, followed by Tangible with mean equal to 3.40 and standard deviation equal to 0.580 was Agree level. Reliability with mean equal to 3.48 and standard deviation equal to 0.653 was Neutral level. Empathy with mean equal to 3.35 and standard deviation equal to 0.614 was Neutral level. And Assurance with mean equal to 3.33 and standard deviation equal to 0.652 was Neutral level.

Table 14 Perception of the service marketing mix of international tourists to select service in five star hotels.

Variables	M	S. D	Agreement Level
Product/Service	3.39	.608	Neutral

SM1	Reputation and credibility of the hotel	3.41	.600	Agree
SM2	When you arrive the hotel, your room is correct as reserved	3.37	.605	Neutral
SM3	Completeness of facilities within the hotel	3.39	.618	Neutral
SM4	Luxury of the hotel	3.39	.610	Neutral

Table 14
(Continued)

Price		3.34	.636	Neutral
SM5	Levels of rooms and prices are Suitable	3.35	.640	Neutral
SM6	Suitable prices of foods in the menu	3.32	.654	Neutral
SM7	Suitable prices of beverages in the drinking menu	3.33	.617	Neutral
SM8	Prices indicated throughout your stay is correct and clear	3.37	.634	Neutral
Places		3.42	.613	Agree
SM9	The hotel is conveniently located	3.41	.613	Agree
SM10	Customers can book hotel rooms through website/email conveniently	3.40	.604	Neutral
SM11	Customer can book hotel rooms by telephone/fax conveniently	3.41	.601	Agree
SM12	Website of the hotel is beautiful and easy to use with complete information	3.46	.635	Agree

Promotions		3.46	.501	Agree
SM13	There are activities set within the hotel to reward customers	3.43	.596	Agree
SM14	There are advertisement and public relations of the hotel via online media/billboard etc.	3.45	.594	Agree
SM15	There are discounts of room rates	3.49	.578	Agree
SM16	There are gift vouchers offered to customers	3.48	.624	Agree
SM17	There are cumulative points to be used instead of cash to use services	3.48	.620	Agree
SM18	There are promotion booth and exhibition to promote the hotel	3.47	.615	Agree
People professionally		3.37	.628	Agree
SM19	Staff wear proper and have good manners	3.30	.651	Neutral
SM20	Staff are skilled and can provide information about the hotel	3.36	.655	Neutral
SM21	Staff are enthusiastic in work	3.39	.652	Neutral
SM22	Staff show intimacy to customers	3.41	.621	Agree
SM23	Staff take care and are willing to service customers	3.44	.597	Agree
Physical evidence		3.39	.652	Agree
SM24	Cleanliness inside and around the hotel	3.44	.632	Agree
SM25	Traveling from the hotel to tourist attractions in Pattaya is convenient	3.38	.666	Neutral
SM26		3.38	.651	Neutral

Table 14

(Continued)

SM27	There is safe and standard structural system of buildings	3.39	.660	Neutral
SM28	There is no dangerous point within the hotel	3.38	.651	Neutral
	There is adequate parking area within the hotel for customers			
Process		3.70	.607	Agree
SM29	Giving highest priority to safety	3.76	.607	Agree
SM30	There is service improvement considered by information obtained from customers' opinions	3.68	.607	Agree
SM31	Rapidity of room check-in and check-out	3.68	.608	Agree

According to table 14, the Service marketing mix includes 31 factors. The highest range is Process with mean equal to 3.70 and standard deviation equal to 0.607 was Agree level, followed by Promotions with mean equal to 3.46 and standard deviation equal to 0.501 was Agree level. Places with mean equal to 3.42 and standard deviation equal to 0.613 was Agree level, Product/Service with mean equal to 3.39 and standard deviation equal to 0.608 was Neutral level. Physical evidence with mean equal to 3.39 and standard deviation equal to 0.652 was Neutral level. People professionally with mean equal to 3.37 and standard deviation equal to 0.628 was Neutral level. And Price with mean equal to 3.34 and standard deviation equal to 0.636 was Neutral level.

Table 15 The perception to appearance mix of international tourists in decision to select service five star hotels in Pattaya Chonburi.

Variables		Mean	S. D	Agreement Level
Room Quality		3.35	.619	Neutral
FAC1	Cleanliness of hotel room	3.28	.618	Neutral
FAC2		3.29	.617	Neutral

	Cleanliness of restrooms in the hotel			
FAC3	room	3.42	.628	Agree
FAC4	Cleanliness of restrooms in the hotel	3.34	.604	Neutral
FAC5	Tranquility of hotel room	3.31	.604	Neutral
FAC6	Room decoration	3.37	.642	Neutral
Table 14	Electricity in the hotel room works			
(Continued)				
FAC7		3.38	.591	Neutral
	Electricity in the hotel room is			
FAC8	adequate	3.37	.623	Neutral
	Hot water system in bathroom works			
FAC9	properly	3.40	.629	Neutral
FAC10	Proper bed size in the hotel room	3.41	.637	Agree
	Cleanliness of bed sheet without bad			
	smell			
	Foods and	3.45	.590	Agree
	Beverages			
FAC11	Cleanliness of dining room	3.40	.578	Agree
FAC12	Taste of food	3.38	.548	Neutral
FAC13	Taste of beverages	3.44	.597	Agree
FAC14	Freshness of food	3.47	.607	Agree
FAC15	Materials used for cooking has no	3.52	.604	Agree
	contamination			
FAC16	Variety of choices in the menu	3.50	.604	Agree
FAC17	Variety of choices in the drinking	3.47	.595	Agree
	menu			
	Facility	3.41	.638	Agree
FAC18	Spa and Thai massage service	3.34	.638	Neutral
FAC19	Adequate parking area	3.36	.651	Neutral
FAC20	Fitness room	3.36	.643	Neutral
FAC21	Internet service in hotel room	3.48	.635	Agree

FAC22	Swimming pool	3.49	.643	Agree
FAC23	Jacuzzi	3.44	.629	Agree
FAC24	Adequate quantity of tables/chairs in lobby	3.46	.630	Agree

According to table 15, Factors influenced in decision making to selection five star hotels in Pattaya, Chonburi Province includes 24 factors. The highest range is Foods and Beverages with mean equal to 3.45 and standard deviation equal to 0.590 was Agree level, followed by Facility with mean equal to 3.41 and standard deviation equal to 0.638 was Agree level. And Room Quality with mean equal to 3.35 and standard deviation equal to 0.619 was Neutral level.

4.3 Hypothesis testing

Inferential statistical analysis

Table 16 Analysis of variances to compare gender of influence international tourists to select service in five star hotels in Pattaya Chonburi in overall (n = 405)

Appearance mix in five star hotels in Pattaya Chonburi.						
	Gender	n	\bar{X}	SD	t	Sig.
overall	male	117	3.55	.55		
	female	288	3.33	.39	-4.575	.000**

** a significance level in statistics of 0.01

Table 16: It was found that international tourists have difference perception of appearance mix to select service in five star hotels between male and female. The research hypothesis 1.1: international tourists in different gender have different perception to appearance mix in five star hotels in Pattaya Chonburi, is accepted.

Table 17 Analysis of variances to compare age of influence international tourists to select service in five star hotels in Pattaya Chonburi in overall (n = 405)

Appearance mix in five star hotels in Pattaya Chonburi.		df	SS	MS	F	Sig.
overall	Between group	3	4.396	1.465	7.237	.000**
	Within group	401	81.187	.202		
	total	404	85.583			

** a significance level in statistics of 0.01

Table 17: It was found that international tourist in different age group have significantly different on perception to appearance mix in five star hotels in Pattaya Chonburi in overall (P=.000) The research hypothesis 1.2: International tourist in different age have different perception to appearance mix in five star hotels in Pattaya Chonburi, is accepted.

Multiple comparisons tests are thus performed using least significant difference (LSD) test to determine the different mean values and find mean values for different pairs of each group at a significance level in statistics of 0.05 in table 18.

Table 18 To compare appearance mix in five star hotels in Pattaya Chonburi in overall by the paired of personal factors classified by age group (n = 405)

Age	n	\bar{X}	Less than 20 - 20 years	21-30 years	31-40 years	41-50 years
			3.23	3.37	3.54	3.63
Less than 20 - 20 years	53	3.23	-	0.14*	0.31*	0.40*
21-30 years	254	3.37		-	0.17*	0.26*
31-40 years	79	3.54			-	0.09
41-50 years	19	3.63				-

* a significance level in statistics of 0.05

Table 18 shows the comparison of the paired personal factors classified by age group and level of appearance mix in five star hotels in Pattaya Chonburi in overall, it was found that a group of international tourists who are Less than 20 - 20 years have significantly different to perception appearance mix in five star hotels in Pattaya Chonburi. With the other age groups: 21-30, 31-40, and 41-50. years ($p < 0.05$)

Table 19 To compare perception appearance mix in five star hotels in Pattaya Chonburi in overall classified by marital status (n=405)

Appearance mix in five star hotels in Pattaya Chonburi.		df	SS	MS	F	Sig.
overall	Between group	2	1.467	.733	3.504	.031**
	Within group	402	84.117	.209		
	total	404	85.583			

** a significance level in statistics of 0.01

Table 19 : It was found that international tourist in different marital status have no different on perception to appearance mix in five star hotels in Pattaya Chonburi in overall ($P=.031^{**}$) The research hypothesis 1.2: International tourist in different marital status have different perception to appearance mix in five star hotels in Pattaya Chonburi, is rejected.

Multiple comparisons tests are thus performed using least significant difference (LSD) test to determine the different mean values and find mean values for different pairs of each group at a significance level in statistics of 0.05 in table 20.

Table 20 To compare the paired average of personal factors classified by marital status and the level of appearance mix in five star hotels in Pattaya Chonburi in overall (n = 405)

Marital status	n	\bar{X}	Single	Married	Divorce
			3.39	3.38	4.00
Single	226	3.39	-	0.01	0.60*
Married	175	3.38		-	0.61*
Divorce	4	4.00			-

* a significance level in statistics of 0.05

Table 20 shows the comparison of perception to appearance mix in five star hotels in Pattaya Chonburi among international tourist to Thailand in overall among the paired personal factors classified by marital status, it was found that:

1. International tourist with single status have higher level of perception to appearance mix in five star hotels in Pattaya Chonburi than the other groups: married and Divorce, at significance level of 0.05.

2. International tourist with married status have higher level of perception to appearance mix in five star hotels in Pattaya Chonburi in overall than a group with divorce status at significance level of 0.05.

Table 21 Analysis of variances to compare level of perception to appearance mix in five star hotels in Pattaya Chonburi in overall classified by Income (n = 405)

Appearance mix in five star hotels in Pattaya Chonburi.		df	SS	MS	F	Sig.
overall	Between group	2	11.280	5.640	30.513	.000**
	Within group	402	74.304	.185		
	total	404	85.583			

** a significance level in statistics of 0.01

Table 21: It was found that International tourists who have different average monthly income have different level of perception to appearance mix in five star hotels in Pattaya Chonburi in overall at a significance level of 0.01. The research hypothesis 1.4: International tourist in different income have different perception to appearance mix in five star hotels in Pattaya Chonburi, is accepted.

Multiple comparisons are thus performed using LSD test to determine the different mean values and find mean values for different pairs of each at a significance level in statistics of 0.05 in table 22.

Table 22 To compare perception appearance mix in five star hotels in Pattaya Chonburi in overall classified by income (n=405)

Average monthly income	n	\bar{X}	Less than US \$ 2,000	US \$ 2,001-4,000	More than US \$ 4,001
			3.29	3.48	4.03
Less than US \$ 2,000	232	3.29	-	0.18*	0.73*
US \$ 2,001-4,000	154	3.48		-	0.54*
More than US \$ 4,001	19	4.03			-

* a significance level in statistics of 0.05

Table 4-24 shows the comparison of the paired of personal factors classified by average monthly income and the level of perception to appearance mix in five star hotels in Pattaya Chonburi in overall, it was found that:

International tourists with average monthly income Less than US \$ 2,000 have higher level of health tourism decision in overall than groups with average monthly income US \$ 2,001-4,000 and More than US \$ 4,001 at a significance level of 0.05.

Table 23 The results of analysis of the relationship between service quality and perception to appearance mix in five star hotels in Pattaya Chonburi (n=405)

Appearance mix in five star hotels in Pattaya Chonburi.		Service quality		
		r	Sig	Level of relation
1.	Tangibility	.753	.000**	Moderate
2.	Reliability	.713	.000**	Moderate
3.	Assurance	.743	.000**	Moderate
4.	Empathy	.746	.000**	Moderate
5.	Responsiveness	.720	.000**	Moderate
Overall		.735	.000**	Moderate

** a significance level in statistics of 0.01

Table 23 It was found that there is moderate level of positive relationship between service quality and perception to appearance mix in five star hotels in Pattaya Chonburi, at a significance level of 0.05. The research hypothesis 2: The different perception of the Service quality in terms of tangibility, reliabilities, responsiveness, assurance, and empathy have different perception to appearance mix in five star hotels in Pattaya Chonburi.is accepted.

Considering in Service quality factor and each aspect of perception to appearance mix in five star hotels, it was found that Service quality factor influence in moderately level to all aspects of perception to appearance mix in five star hotels in Pattaya Chonburi: tangibility, reliabilities, responsiveness, assurance, and empathy at a significance level of 0.01.

Table 24 The results of analysis of the relationship between Service marketing mix and perception to appearance mix in five star hotels in Pattaya Chonburi (n=405)

Appearance mix in five star hotels in Pattaya Chonburi.		Service marketing mix		
		r	Sig	Level of relation
1.	Product/service	.769	.000**	Moderate
2.	Price	.779	.000**	Moderate
3.	Place	.807	.000**	Moderate
4.	Promotion	.713	.000**	Moderate
5.	People	.811	.000**	Moderate
6.	Process	.839	.000**	Moderate
7.	Physical	.624	.000**	Moderate
Overall		.763	.000**	Moderate

** a significance level in statistics of 0.01

Table 24 It was found that there is moderate level of positive relationship between Service marketing mix and perception to appearance mix in five star hotels in Pattaya Chonburi, at a significance level of 0.05. The research hypothesis 3: The different perception of the Service Marketing Mix in terms of product, price, place, promotion, process, physical evidence, and people have different perception to appearance mix in five star hotels in Pattaya Chonburi.is accepted.

Considering in service marketing mix factor and each aspect of perception to appearance mix in five star hotels, it was found that service marketing mix factor influence in moderately level to all aspects of perception to appearance mix in five star hotels in Pattaya Chonburi: product, price, place, promotion, process, physical evidence, and people at a significance level of 0.01

Table 25 Summary of research hypothesis testing results.

Hypothesis	Results of hypothesis
<p>Hypothesis 1: International tourist in different demographics have different perception to appearance mix in decision to select service five star hotels in Pattaya Chonburi.</p> <p>1.1 International tourist in different genders have different perception to appearance mix in decision to select service five star hotels in Pattaya Chonburi.</p> <p>1.2 International tourist in different age have different perception to appearance mix in decision to select service five star hotels in Pattaya Chonburi.</p> <p>1.3 International tourist in different marital status have different perception to appearance mix in decision to select service five star hotels in Pattaya Chonburi.</p> <p>1.4 International tourist in different income have different perception to appearance mix in decision to select service five star hotels in Pattaya Chonburi.</p>	<p>Accepted</p> <p>Accepted</p> <p>Rejected.</p> <p>Accepted</p>
<p>Hypothesis 2: The different perception of the Service quality have different perception to appearance mix in decision to select service five star hotels in Pattaya Chonburi.</p>	<p>Accepted</p>
<p>Hypothesis 3: The different perception of the Service Marketing Mix have different perception to appearance mix in decision to select service five star hotels in Pattaya Chonburi.</p>	<p>Accepted</p>

CHAPTER 5

CONCLUSION, DISCUSSION, AND RECOMMENDATION

This research study is about The Perception of service quality, service marketing mix, and appearance mix on international tourists: A case of five star hotels, Pattaya Chonburi. This chapter demonstrates the conclusion of findings from data analysis and results from chapter four. The researcher tests the hypotheses of the study by quantitative research methods. There are 405 respondents for this research. This chapter is designed as follows:

- 5.1 Summary of finding
- 5.2 Discussions
- 5.3 Recommendation for Managerial Implication
- 5.4 Limitation and suggestion for future research

5.1 Summary of Finding

The variables

There are three variables in this study: 1. Demographics of international tourist in terms of Gender, Age, Status, Income. 2. Service quality in terms of tangibility, reliabilities, responsiveness, assurance, and empathy, 3. Service Marketing Mix in terms of product, price, place, promotion, process, physical evidence, people, 4. Perception to appearance mix in terms of room quality, food and beverage, facility in decision to select service five star hotels in Pattaya Chonburi.

1. The result of demographic data analysis showed that most international tourists are women is 288, Moreover, the respondents are mostly in age groups of 21-30 years old at 62.2% The majority of respondents' Marital Status is Single at 54.8% The largest number of respondents hold the bachelor's degree of 70.4% Most of respondents are Government officer/State Enterprises 34.1% Most of the respondents' income is Less than \$ 2,000 (57.3%) As for the media to make to recognition the five star hotels in Pattaya, Travel Agency online is the largest one with 41.3%

International tourists would like to travel with their families and travel with friends. In addition, the time spent on each trip that most respondents take is 2-3 days. In addition, a double bedroom is the most preferred room. The price level of the room

/ per day 1,001- 5,000 baht is the highest level. The most booking type is online travel agencies and for information on the type of travel in Pattaya, the most chosen by international tourists, is adventures such as water sports.

2. The perception of the service quality of international tourists to select service in five star hotels showed that the majority of international tourists who answered questionnaires were at a neutral level ($\bar{X}=3.38$). when considering each aspect found that all 5 aspects were at a low level that can be arranged in descending order as follows: Tangibility ($\bar{X}=3.40$), Reliability ($\bar{X}=3.35$), Assurance ($\bar{X}=3.48$), Empathy ($\bar{X}=3.33$), Responsiveness ($\bar{X}=3.35$), respectively as in table 13.

3. The perception of the Service Marketing Mix of international tourists to select service in five star hotels showed that the majority of international tourists who answered questionnaires were at a neutral level ($\bar{X}=3.43$). when considering each aspect found that all 5 aspects were at a low level that can be arranged in descending order as follows: product ($\bar{X}=3.39$), price ($\bar{X}=3.34$), place ($\bar{X}=3.42$), promotion ($\bar{X}=3.46$), process ($\bar{X}=3.37$), physical evidence ($\bar{X}=3.37$), people ($\bar{X}=3.39$), respectively as in table 14.

4. Hypothesis tests allow us to find that international tourists with different age, marriage status, occupation, and average monthly income have different perception to appearance mix in decision to select service five star hotels in Pattaya Chonburi at a significance level in statistics of 0.05.

Service quality and service marketing mix factor has a significant relationship with the perception to appearance mix in decision to select service five star hotels in Pattaya Chonburi at a level of .05, while there is a positive relationship at a high level that the research hypothesis is accepted.

5.2 Discussions

Based on the objectives and results of hypotheses testing in the study of factors affecting perception to appearance mix in decision to select service five star hotels in Pattaya Chonburi, the results can be discussed as follows:

The study found that most of the International tourists who select service five star hotels in Pattaya Chonburi are women, aged 21-30 years, with Single status and were from In Asia. women pay more attention to service five star hotels than men, whatever consuming the perception to appearance mix in terms of room quality, food and beverage, facility in decision to select service five star hotels in Pattaya Chonburi.

The result is supported by Amin, Yahya, Ismayatim, Nasharuddin, and Kassim (2013) claimed that service quality is very important to hotel business in terms of providing competitive advantage and has effects on tourist satisfaction. Physical evidence was found to rank third in priority among the other aspects of the service marketing mix. The outcome has already confirmed concepts and theories. For instance, Kannan, Pokharel, and Kumar (2009) stated that the physical evidence depends on the travel experience, comfort during stay and in particular, the beds of the hotels. While Sarker, Aimin, and Begum (2012) claimed that the physical evidence has direct relationship with tourist satisfaction. Lashley, Morrison, and Randall (2005) stated that the physical evidence is a crucial factor in creating a memorable experience by providing emotional dimension. The result reveals that Service quality has a significant influenced on international tourists' decision to select five star hotels in Pattaya, Chonburi

The findings confirmed the concepts of previous research and marketers towards the hotel service marketing mix. According to C.-R. Liu, Wang, Chiu, and Chen (2018) hotel staff members are hotel brand representatives who always live up to the customers' expectation and perception for the first visit. Shaw, Leggat, and Chatterjee (2010) stated that having well-trained service staff always bring an unforgettable, unique memory to customers. Keh, Ren, Hill, and Li (2013) confirmed that people have the strongest impact on tourist satisfaction in which people become an important part of building satisfaction in tourists. The result reveals that Marketing Mix has a significant on international tourists' decision to select five star hotels in Pattaya, Chonburi.



5.3 Recommendation for Managerial Implication

In addition to theoretical implications, managerial implications are provided in this study the hospitality entrepreneur Can use the results of this study to put to good use to plan a marketing strategy and plan and appropriate to use to increase service efficiency and impress maximum satisfaction of those who expect the hotel service Therefore, hospitality entrepreneurs should focus on the marketing mix, which is considered to affect the choice of hotel services as follows:

Service quality

From the results of the study, it was found that Responsiveness Influence on overall hotel selection at the highest level. Dimensions for international tourists are the most important and influential in choosing hotel are prompt service with the same average, followed by telling guests when to service, and always willing to help. It has the facility to respond to guest requests, equipment and facilities are easy to use. Availability of a business center and a wide variety of food and beverages.

Therefore, Hotel owners should start from the recruitment process. and select employees with a passion for service enthusiastic in service respect and provide equal service to all customers. In order to provide accurate and service with agility, they should have good communication skills and be able to solve problems immediately and should train both theory and practice. To build skills in the provision of services, including care at all stages. Provide service when customers are good from start to finish service. In addition, all employees should be dress modestly, Good interpersonal and well-mannered, politely speaking and good hospitality. There are options for customers, consider the freshness of cooking and pay attention to the taste of the dishes to impress customers. In addition, raw materials should be selected for quality. as well as research and development of products to be more diverse, such as developing recipes and new drinks to be modern and meet the needs of customers to impress customers or want to consume again next time and telling This will result in more selection of five star hotels.

Service Marketing Mix

From the results of the study, it was found that Process and Promotion influence on overall hotel selection at the highest level. The dimension in which

international tourists are most important and influential when choosing a hotel is the highest priority for safety. There is service improvement considered by information obtained from customers' opinions and Rapidity of room check-in and check-out. There are discounts of room rates and gift vouchers offered to customers.

Therefore, hotel operators should give special privileges to customers who use the service regularly. by giving a discount on the price of the room in addition, there should be marketing promotions such as collecting points instead of cash or getting special prices when using the next service. such as creating a loyalty card by staying or giving a discount for old customers who introduce new customers 10-20%, etc.

This research only focused on the influence the decision to select a five star hotel in Pattaya, Chonburi Province. To know the current situation and condition information related problems including demographic factors influenced the selection of accommodation of international tourists in Pattaya, Chonburi Province to be used as a guideline for developing services to meet the needs of various guests and to expand competition to the international level. and use it for the benefit of hotel operators. Prepare a marketing strategic plan and appropriate to use to optimize the service, creating the highest impression and satisfaction for customers who come to use the hotel.

5.4 Limitation and suggestion for future research

In addition to theoretical implications, managerial implications are provided in this study.

- Qualitative research, such as in-depth interviews, focus groups, along with questionnaires should be conducted. to get more specific information which will result Entrepreneurs can apply, develop, and improve the service to be able meet demand of international tourists that are diverse.
- Timing constraints of this research, marketing strategies were not studied in the next study should examine the strengths, weaknesses, Opportunities, Threats, and competitors for the benefit of strategic planning and good development

- In addition, should be further study whether factors related to behavior that affect Repurchasing of service in the category influenced selection of five star hotels in Pattaya, Chonburi and the data can be analyzed for strategic planning to make new customers and maintain repeat customers.



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APPENDIX

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- 31-40 years old 41-50 years old
 51-60 years old More than 60 years old

4. Marital Status

- Single Married
 Divorced Others

5. Education

- Lower than bachelor's degree bachelor's degree
 Master's degree Doctor's degree

6. Your primary profession

- Private employee Private business
 Government officer/State Enterprises Student
 Housewife Unemployment
 Others

7. Income (per month)

- Less than US \$ 2,000 US \$ 2,001-4,000
 US \$ 4,001-5,000 US \$ 5,001-6,000
 US \$ 6,001-7,000 More than US \$ 7,000

8. The media make you recognize the hotel. (You can choose more than one choice)

- Advertising on T.V Advertising on radio
 Advertising on phone/Tablet Documents/brochures
 Friend/Acquaintance Internet Facebook/Twitter
 Travel Agency online Others.....

Part 2 The behavior of international tourist.

9. Who do you travel with on trip?
- Alone Friend
- Family Lover
- Others
10. How you like traveling?
- Alone Friend
- Family Lover
- Others
11. On average, how many days do you spend in each trip?
- Within 1 day (Day trip) 2-3Days
- 4-6 Days 2-3 Weeks
- 1 Month More than 1 month
- Others
12. What type of accommodation are you interested in?
- Hotel Resort
- Apartment Guest House
- Condominium Others.....
13. Room preference
- Double bedroom Twin bedroom
- Deluxe Room Suit
14. The price level of the room/per day
- 1,001- 5,000 TH bath
- 5,001- 9,000 TH bath
- 10,001 - 50,000 TH bath
- 50,001- 90,000 TH bath
- More than 90,000 TH bath
15. How do you make a reservation?
- Online travel agent (OTA) Hotel Website
- Travel agent
- Call reservations Others.....
16. What kind of tourism do you like in Pattaya?
- Nature such as beach/ mountain etc.
- Adventure such as marine sport etc.
- Folkways
- Night entertainment

- Historical sites
- Tradition
- Others

Part 3 The Perception of service quality to decision making to selection five star hotels.

Please check ✓ in that are in accordance with your opinions the most.

Service Quality	Level of Significance				
	Highest	High	Moderate	Less	Least
1. Tangible					
1.1 Physical facilities visually appealing					
1.2 Hotel staff well dressed and appear neat					
1.3 Equipment and facilities are easy to use					
1.4 Availability of business Centre facilities					
1.5 Variety of food and beverages choices					
2. Reliability					
2.1 Promise to provide a service and do so					
2.2 Provide punctual services					
2.3 Performs the service right at the first time					
2.4 Keep reservation records accurately					
2.5 Staff show ability to handle service problems without hesitation					
3. Responsiveness					
3.1 Gives prompt service					
3.2 Tells guests exactly when the services will be performed					
3.3 Always willing to help					

3.4 Never too busy to respond to guests' requests					
4. Assurance					
4.1 Staff instill confidence in guests					
4.2 Guests feel safe and secure in their stay					
4.3 Have knowledge to answer questions					
4.4 Have the skill to perform the service					
4.5 Courteous and polite staff					
5. Empathy					
5.1 Give guest individual attention					
5.2 Consider the best interests of the guests.					
5.3 Understand quest's specific needs					
5.4 Deal with guest in a caring fashion					
5.5 Operating hours convenient to guests					

Part 4 The Perception of service marketing mix to decision making to selection five star hotels.

Please check ✓ in ○ that are in accordance with your opinions the most.

Service Marketing mix	Level of Significance				
	Highest	High	Moderate	Less	Least
1.Product/Service					
1.1 Reputation and credibility of the hotel					
1.2 When you arrive the hotel, your room is correct as reserved.					
1.3 Completeness of facilities within the hotel					
1.4 Luxury of the hotel					
2.Price					

2.1 Levels of rooms and prices are Suitable.					
2.2 Suitable prices of foods in the menu					
2.3 Suitable prices of beverages in the drinking menu					
2.4 Prices indicated throughout your stay is correct and clear					
3.Places					
3.1 The hotel is conveniently located.					
3.2 Customers can book hotel rooms through website/email conveniently.					
3.3 Customer can book hotel rooms by telephone/fax conveniently					
3.4 Website of the hotel is beautiful and easy to use with complete information.					
4.Promotions					
4.1 There are activities set within the hotel to reward customers.					
4.2 There are advertisement and public relations of the hotel via online media/billboard etc.					
4.3 There are discounts of room rates.					
4.4 There are gift vouchers offered to customers.					
4.5 There are cumulative points to be used instead of cash to use services.					
4.6 There are promotion booth and exhibition to promote the hotel					
5.People professionally.					
5.1 Staff wear proper and have good manners.					

5.2 Staff are skilled and can provide information about the hotel.					
5.3 Staff are enthusiastic in work.					
5.4 Staff show intimacy to customers.					
5.5 Staff take care and are willing to service customers.					
6. Physical evidence					
6.1 Cleanliness inside and around the hotel					
6.2 Traveling from the hotel to tourist attractions in Pattaya is convenient.					
6.3 There is a safe and standard structural system of buildings.					
6.4 There is no dangerous point within the hotel.					
6.5 There is an adequate parking area within the hotel for customers.					
7. Process					
7.1 Giving the highest priority to safety					
7.2 There is service improvement considered by information obtained from customers' opinions.					
7.3 Rapidity of room check-in and check-out.					

Part 5 The Perception appearance mix to decision making to selection five star hotels

Please check ✓ in ○ that are in accordance with your opinions the most.

Factors	Level of Significance				
	Highest	High	Moderate	Less	Least
1. Factors of Room Quality					
1.1 Cleanliness of hotel room					
1.2 Cleanliness of restrooms in the hotel room					
1.3 Cleanliness of restrooms in the hotel					
1.4 Tranquility of hotel room					
1.5 Room decoration.					
1.6 Electricity in the hotel room works properly.					
1.7 Electricity in the hotel room is adequate.					
1.8 Hot water system in bathroom works properly.					
1.9 Proper bed size in the hotel room					
1.10 Cleanliness of bed sheet without bad smell					
2. Factor of Foods and Beverages					
2.1 Cleanliness of dining room					
2.2 Taste of food					
2.3. Taste of beverages					
2.4. Freshness of food					
2.5. Materials used for cooking has no contamination.					
2.6. Variety of choices in the menu					
2.7. Variety of choices in the drinking menu					

3. Facility Factors					
3.1 Spa and Thai massage service					
3.2 Adequate parking area					
3.3 Fitness room					
3.4 Internet service in hotel room					
3.5 Swimming pool					
3.6 Jacuzzi					
3.7 Adequate quantity of tables/chairs in lobby					

Part 6 Comments/Suggestions.

.....

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Thank you for your value time and information.



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**This questionnaire can be used as
Research tool (Quantitative Research)**

- Acceptable
 Acceptable but need revision
 Not Acceptable

Signature.....



Expert

...../...../.....



Content Validity Test IOC of Questionnaire (Quantitative Research)

Thesis Title	Factors influenced accommodation selection of international tourists: A case of five-star hotels in Pattaya Chonburi.
Researcher Name	Airada Dangprasert
ID Number	62920361
Major	International Tourism Management
Faculty	Management and Tourism
University	Burapha University
Telephone Number	098-8271089
Email	62920361@go.buu.ac.th / Airada2424@gmail.com
Advisor	Dr. Tinikan Sungsuwan

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Research tool (Quantitative Research)**

- Acceptable
 Acceptable but need revision
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Signature.....

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.....16...../.....04...../.....2021.....



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Signature..... 

Expert

..... 6 / 11 / 65



Content Validity Test IOC of Questionnaire (Quantitative Research)

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Researcher Name Airada Dangprasert

ID Number 62920361

Major International Tourism Management

Faculty Management and Tourism

University Burapha University

Telephone Number 098-8271089

Email 62920361@go.buu.ac.th / Airada2424@gmail.com

Advisor Dr. Tinikan Sungsuwan



The Results of IOC for questionnaire item evaluation

Thesis Title: : Factors influenced accommodation selection of international tourists: A case of five star hotels in Pattaya Chonburi.

The researcher tested the accuracy of the content (content validity) of the query with 3 experts as bellow:

Expert 1 Asst. Prof. Dr. Petchalas Wiriyasuebphong, Faculty of Management and Tourism

Expert 2. Asst. Prof. Dr. Natthakan Pruksornnan, Faculty of Management and Tourism

Expert 3. Dr. Sanon Anantanon, Faculty of Management and Tourism

The researcher has set the Item Objective Congruence (IOC) Index of each item not less than 0.5. Refer to summary table of the content validity test of questionnaire as follows:

-1 mean inconsistent

0 mean uncertain

+1 mean consistent

Questions	Scores rated by 3 experts					Result
	Expert 1	Expert 2	Expert 3	Total score	IOC	
Service Quality						
1. Tangible						
1.1 Physical facilities visually appealing	1	1	1	3	1.00	Accept
1.2 Hotel staff well dressed and appear neat	1	1	1	3	1.00	Accept

1.3 Equipment and facilities are easy to use	1	1	1	3	1.00	Accept
1.4 Availability of business Centre facilities	1	1	0	2	0.67	Accept
1.5 Variety of food and beverages choices	1	1	1	3	1.00	Accept
2. Reliability						
2.1 Promise to provide a service and do so	1	1	1	3	1.00	Accept
2.2 Provide punctual services	1	1	1	3	1.00	Accept
2.3 Performs the service right at the first time	1	1	1	3	1.00	Accept
2.4 Keep reservation records accurately	1	1	0	2	0.67	Accept
2.5 Staff show ability to handle service problems without hesitation	1	1	1	3	1.00	Accept
3. Responsiveness						
3.1 Gives prompt service	1	1	1	3	1.00	Accept
3.2 Tells guests exactly when the services will be performed	1	1	1	3	1.00	Accept
3.3 Always willing to help	1	1	1	3	1.00	Accept
3.4 Never too busy to respond to guests' requests	1	1	1	3	1.00	Accept
4. Assurance						
4.1 Staff instill confidence in guests	1	1	1	3	1.00	Accept
4.2 Guests feel safe and secure in their stay	1	1	1	3	1.00	Accept
4.3 Have knowledge to answer questions	1	1	1	3	1.00	Accept
4.4 Have the skill to perform the service	1	1	1	3	1.00	Accept
4.5 Courteous and polite staff	1	1	1	3	1.00	Accept
5. Empathy						
5.1 Give guest individual attention	1	1	1	3	1.00	Accept
5.2 Consider the best interests of the guests.	1	1	1	3	1.00	Accept

5.3 Understand quest's specific needs	1	1	1	3	1.00	Accept
5.4 Deal with guest in a caring fashion	1	1	1	3	1.00	Accept
5.5 Operating hours convenient to guests	1	1	1	3	1.00	Accept
Service Marketing mix						
1.Product/Service						
1.1 Reputation and credibility of the hotel	1	1	1	3	1.00	Accept
1.2 When you arrive the hotel, your room is correct as reserved.	1	1	1	3	1.00	Accept
1.3 Completeness of facilities within the hotel	1	1	1	3	1.00	Accept
1.4 Luxury of the hotel	1	1	1	3	1.00	Accept
2.Price						
2.1 Levels of rooms and prices are Suitable.	1	1	1	3	1.00	Accept
2.2 Suitable prices of foods in the menu	1	1	1	3	1.00	Accept
2.3 Suitable prices of beverages in the drinking menu	1	1	1	3	1.00	Accept
2.4 Prices indicated throughout your stay is correct and clear	1	1	1	3	1.00	Accept
3.Places						
3.1 The hotel is conveniently located.	1	1	1	3	1.00	Accept
3.2 Customers can book hotel rooms through website/email conveniently.	1	1	1	3	1.00	Accept
3.3 Customer can book hotel rooms by telephone/fax conveniently	1	1	1	3	1.00	Accept
3.4 Website of the hotel is beautiful and easy to use with complete information.	1	1	1	3	1.00	Accept
4.Promotions						
4.1 There are activities set within the hotel to reward customers.	1	1	1	3	1.00	Accept

4.2 There are advertisement and public relations of the hotel via online media/billboard etc.	1	1	1	3	1.00	Accept
4.3 There are discounts of room rates.	1	1	1	3	1.00	Accept
4.4 There are gift vouchers offered to customers.	1	1	1	3	1.00	Accept
4.5 There are cumulative points to be used instead of cash to use services.	1	1	1	3	1.00	Accept
4.6 There are promotion booth and exhibition to promote the hotel	1	1	1	3	1.00	Accept
5. People professionally.						
5.1 Staff wear proper and have good manners.	1	1	1	3	1.00	Accept
5.2 Staff are skilled and can provide information about the hotel.	1	1	1	3	1.00	Accept
5.3 Staff are enthusiastic in work.	1	1	1	3	1.00	Accept
5.4 Staff show intimacy to customers.	1	1	1	3	1.00	Accept
5.5 Staff take care and are willing to service customers.	1	1	1	3	1.00	Accept
6. Physical evidence						
6.1 Cleanliness inside and around the hotel	1	1	1	3	1.00	Accept
6.2 Traveling from the hotel to tourist attractions in Pattaya is convenient.	1	1	1	3	1.00	Accept
6.3 There is safe and standard structural system of buildings.	1	1	1	3	1.00	Accept
6.4 There is no dangerous point within the hotel.	1	1	1	3	1.00	Accept
6.5 There is adequate parking area within the hotel for customers.	1	1	1	3	1.00	Accept
7. Process						
7.1 Giving highest priority to safety	1	1	1	3	1.00	Accept

7.2 There is service improvement considered by information obtained from customers' opinions.	1	1	1	3	1.00	Accept
7.3 Rapidity of room check-in and check-out.	1	1	1	3	1.00	Accept
Appearance mix						
1. Factors of Room Quality						
1.1 Cleanliness of hotel room	0	1	1	2	0.67	Accept
1.2 Cleanliness of restrooms in the hotel room	0	1	1	2	0.67	Accept
1.3 Cleanliness of restrooms in the hotel	0	1	1	2	0.67	Accept
1.4 Tranquility of hotel room	0	1	1	2	0.67	Accept
1.5 Room decoration.	0	1	1	2	0.67	Accept
1.6 Electricity in the hotel room works properly.	0	1	1	2	0.67	Accept
1.7 Electricity in the hotel room is adequate.	0	1	1	2	0.67	Accept
1.8 Hot water system in bathroom works properly.	0	1	1	2	0.67	Accept
1.9 Proper bed size in the hotel room	0	1	1	2	0.67	Accept
1.10 Cleanliness of bed sheet without bad smell	0	1	1	2	0.67	Accept
2. Factor of Foods and Beverages						
2.1 Cleanliness of dining room	0	1	1	2	0.67	Accept
2.2 Taste of food	0	1	1	2	0.67	Accept
2.3. Taste of beverages	0	1	1	2	0.67	Accept
2.4. Freshness of food	0	1	1	2	0.67	Accept
2.5. Materials used for cooking has no contamination.	0	1	1	2	0.67	Accept
2.6. Variety of choices in the menu	0	1	1	2	0.67	Accept
2.7. Variety of choices in the drinking menu	0	1	1	2	0.67	Accept
3. Facility Factors						
3.1 Spa and Thai massage service	0	1	1	2	0.67	Accept
3.2 Adequate parking area	0	1	1	2	0.67	Accept

3.3 Fitness room	0	1	1	2	0.67	Accept
3.4 Internet service in hotel room	0	1	1	2	0.67	Accept
3.5 Swimming pool	0	1	1	2	0.67	Accept
3.6 Jacuzzi	0	1	1	2	0.67	Accept
3.7 Adequate quantity of tables/chairs in lobby	0	1	1	2	0.67	Accept

Variable	Number of items	Cronbach's Alpha
Service Quality - Tangibility - Reliability - Assurance - empathy - Responsiveness	24	.940
Service Marketing mix - Product - Promotion - Price - Place - People - Process - Physical evidence	31	.927
Appearance mix -Room quality -Food and beverage -Facility	24	.913

Validity test was conducted as a test of whether data collecting instrument yield the same results on repeated trials. The measurement of the reliability of a data instrument helps the researcher to gauge the goodness of the variable of the measurement. The widely used Cronbach coefficient alpha was employed to assess internal consistency. The entire alpha coefficient ranged from above 0.913 to 0.940 as

shown in the Table. Based on the coefficient values the items tested were deemed reliable for this study.

Summary of pilot test result of internal reliability of the questionnaire. (n=30)

Variables	Code	Items of factor	Cronbach's Alpha of each factor
Service Quality			.936
Tangible			.862
	SQ1	Physical facilities visually appealing	.944
	SQ2	Hotel staff well dressed and appear neat	.944
	SQ3	Equipment and facilities are easy to use	.946
	SQ4	Availability of business Centre facilities	.946
	SQ5	Variety of food and beverages choices	.947
Reliability			.887
	SQ6	Promise to provide a service and do so	.944
	SQ7	Provide punctual services	.946
	SQ8	Performs the service right at the first time	.940
	SQ9	Keep reservation records accurately	.940
	SQ10	Staff show ability to handle service problems without hesitation	.940

Responsiveness			.888
SQ11	Gives prompt service		.939
SQ12	Tells guests exactly when the services will be performed		.940
SQ13	Always willing to help		.940
SQ14	Never too busy to respond to guests' requests		.940
Assurance			.916
SQ15	Staff instill confidence in guests		.938
SQ16	Guests feel safe and secure in their stay		.938
SQ17	Have knowledge to answer questions		.936
SQ18	Have the skill to perform the service		.936
SQ19	Courteous and polite staff		.936
Empathy			.903
SQ20	Give guest individual attention		.936
SQ21	Consider the best interests of the guests		.936
SQ22	Understand guest's specific needs		.936
SQ23	Deal with guest in a caring fashion		.936
SQ24	Operating hours convenient to guests		.936
Service Marketing mix			.932
Product/Service			.912

SM1	Reputation and credibility of the hotel	.928
SM2	When you arrive the hotel, your room is correct as reserved	.929
SM3	Completeness of facilities within the hotel	.928
SM4	Luxury of the hotel	.931
Price		.862
SM5	Levels of rooms and prices are Suitable	.929
SM6	Suitable prices of foods in the menu	.929
SM7	Suitable prices of beverages in the drinking menu	.929
SM8	Prices indicated throughout your stay is correct and clear	.929
Places		.828
SM9	The hotel is conveniently located	.928
SM10	Customers can book hotel rooms through website/email conveniently	.930
SM11	Customer can book hotel rooms by telephone/fax conveniently	.930
SM12	Website of the hotel is beautiful and easy to use with complete information	.930
Promotions		.911

SM13	There are activities set within the hotel to reward customers	.930
SM14	There are advertisement and public relations of the hotel via online media/billboard etc.	.930
SM15	There are discounts of room rates	.928
SM16	There are gift vouchers offered to customers	.928
SM17	There are cumulative points to be used instead of cash to use services	.928
SM18	There are promotion booth and exhibition to promote the hotel	.926
People professionally		.922
SM19	Staff wear proper and have good manners	.929
SM20	Staff are skilled and can provide information about the hotel	.928
SM21	Staff are enthusiastic in work	.928
SM22	Staff show intimacy to customers	.928
SM23	Staff take care and are willing to service customers	.928

Physical evidence			.909
	SM24	Cleanliness inside and around the hotel	.930
	SM25	Traveling from the hotel to tourist attractions in Pattaya is convenient	.928
	SM26	There is safe and standard structural system of buildings	.928
	SM27	There is no dangerous point within the hotel	.928
	SM28	There is adequate parking area within the hotel for customers	.928
Process			.853
	SM29	Giving highest priority to safety	.940
	SM30	There is service improvement considered by information obtained from customers' opinions	.933
	SM31	Rapidity of room check-in and check-out	.933
Appearance mix			.911
	Factors of Room Quality		
			.946
	FAC1	Cleanliness of hotel room	.911
	FAC2	Cleanliness of restrooms in the hotel room	.904



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	FAC3	Cleanliness of restrooms in the hotel	.904
	FAC4	Tranquility of hotel room	.904
	FAC5	Room decoration	.904
	FAC6	Electricity in the hotel room works properly	.904
	FAC7	Electricity in the hotel room is adequate	.904
	FAC8	Hot water system in bathroom works properly	.904
	FAC9	Proper bed size in the hotel room	.904
	FAC10	Cleanliness of bed sheet without bad smell	.904
	Factor of Foods and Beverages		.920
	FAC11	Cleanliness of dining room	.912
	FAC12	Taste of food	.915
	FAC13	Taste of beverages	.900
	FAC14	Freshness of food	.900
	FAC15	Materials used for cooking has no contamination	.900
	FAC16	Variety of choices in the menu	.900
	FAC17	Variety of choices in the drinking menu	.900
	Facility Factors		.902
	FAC18	Spa and Thai massage service	.902
	FAC19	Adequate parking area	.899
	FAC20	Fitness room	.897

	FAC21	Internet service in hotel room	.897
	FAC22	Swimming pool	.899
	FAC23	Jacuzzi	.899
	FAC24	Adequate quantity of tables/chairs in lobby	.899
Total item	79	Total Cronbach's Alpha	.952

Based on the result in table 9, the result of pilot test with 30 respondents showed that the total Cronbach's alpha of construct was .952 and Cronbach alpha of in the ranges of 0.8 and up to 1.00 is consider very good reliability (Pallant, 2013). Base on this, the questionnaire can be used for collecting data and this study.