# THE COMPARISON OF CRITICAL FACTORS BETWEEN
FIRST TIME CUSTOMER AND REPEAT CUSTOMER FOR HOTELS IN
HIGH POTENTIAL TOURISM AREAS; A CASE STUDY OF BANGKOK,
HUAHIN (PRACHUAP KHIRI KHAN) AND NAKHON PATHOM

By
Mr. Supalak Laytikun

A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree
Master of Business Administration Program in Hotel and Tourism Management
International Program
Graduate School, Silpakorn University
Academic Year 2015
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        Nowadays, Thailand tourism is growing in every year and hotel tourism is
a big role to get a lot profit to Thailand. The first time customer and repeat customer
are very important in hotel industry. The hotel should understand what factors are
influencing the customers when they are looking for a hotel. Therefore, the hotel must
make improvements in these critical areas to increase customer satisfaction, and hence
retaining them in the future. Research methodology used in this study was
quantitative method by distributing the set of questionnaire with 400 respondents in
order to examine the relationships among the variables of the study. Reliability and
Factor analysis were used to test with the set of questionnaire. Correlation & ANOVA
analysis were used to analyse the relationships among the factors considered in the
study.

        This research found that customer satisfaction was important factor when
choosing a hotel for both first time customer and repeat customer. Between these two
groups of customers, they showed some different on some factors such as 1) customer
retention, 2) service quality, 3) location, 4) facilities, 5) safety & security in impacting
their decision to choose a hotel. By looking closely, first time customers seem to have
higher expectation than repeat customers on customer retention, service quality,
location, facilities and safety & security. On the other hand, there are some factors
that showed no significant different on opinion when choosing a hotel between first
time customers and repeat customers were customer satisfaction, switching cost,
promotion, brand preference, credibility and cleanliness.

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Chapter 1

Introduction

This chapter will demonstrate the background and the importance of hotel business and tourism industry in Thailand. It will also illustrate the layout of this research.

1.1 Important of this research

Thailand has gained a big portion of its revenue from tourism industry which is also increasing every year. Hotel business plays a big role when the customers have a trip. Therefore, the important of this topic is to understand what factors are influencing the customer when they are looking for a hotel. First time customer and repeat customer are both very important groups in hotel business. When the hotel understand theirs expectation, it must try to improve in these critical areas to increase customers.

1.2 Background of Thailand Tourism

Tourism is a major economic aspect in Thailand. Regarding wikipedia/ Tourisminthailand reported that estimates of tourism receipts directly contributing to the Thai GDP of 12 trillion baht range from 9 percent (1 trillion baht) (2013) to 16 percent. When including the indirect effects of tourism, it is said to account for 20.2 percent (2.4 trillion baht) of Thailand's GDP. The Tourism Authority of Thailand (TAT) uses the slogan "Amazing Thailand" to promote Thailand internationally. Later In 2015, this was supplemented by the latest campaign called "Discover Thainess". Among the reasons for the increase in tourism in the 1960 were the stable political atmosphere and the development of Bangkok as a crossroads of international air transport. The hotel industry and retail industry both expanded rapidly due to the tourism demand, which was mainly boosted by the presence of the US GIs who started to arrive in the 1960s for rest and recuperation (R&R) during the Vietnam War. Concomitantly, international mass tourism sharply increased during the same period due to the rising standard of living, more free time acquiring, and improvements in transportation technology that makes it possible to travel further, faster, cheaper and in greater numbers, by the Boeing 747 which first flew commercially in 1970. Thailand was one of the first players in Asia on this new trend. Tourist numbers have grown from 336,000 foreign visitors and 54,000 GIs on R&R in 1967 to over 29 million international guests visiting Thailand in 2015. The average duration of stay in 2007 was 9.19 days, generating estimated 547 billion baht, or around 11 billion euro. In 2015, 6.7 million persons arrived from Southeast Asian countries and the number is expected to grow to 8.3 million in 2016, generating 245 billion baht. The largest numbers of Western tourists came from Russia (6.5 percent), the UK (3.7 percent), Australia (3.4 percent), and the US (3.1 percent). Around 55 percent of Thailand's tourists are return visitors. The peak period is during the Christmas and New Year holidays when Western tourists flee cold conditions at home.

Stated by tourism thailand in 2014, 4.6 million Chinese visitors travelled to Thailand. In 2015, Chinese tourists numbered 7.9 million or 27 percent of all international tourist arrivals, 29.8 million; 8.8 million more Chinese are expected in 2016. Thailand relies heavily on Chinese tourists to meet its tourism revenue target of 2.2 trillion baht in 2015 and 2.3 trillion in 2016. Chinese visitors have now contributed to 27 percent of all foreign travelers in Thailand. It is estimated that the average Chinese tourist remains in the country for one week and spends 30,000–40,000 baht per person, per trip. The average Chinese tourist spends 6,400 baht per day, more than the average visitor's 5,690 baht. Domestic tourism has also grown significantly in the past decade. Revenues from domestic tourism have gone from 188 billion baht in 1998 to 380 billion baht in 2007. Asian tourists primarily visit Thailand for Bangkok and the historical, natural, and cultural sights in its vicinity. Western tourists not only visit Bangkok and its surroundings, in addition, many travel to the southern beaches and islands. The north is the chief destination for trekking and adventure travel with its diverse ethnic minority groups and forested mountains. The region hosting the fewest tourists is Isan, known as the northeastern provinces. To specifically accommodate foreign visitors, the Thai government established tourism police with the offices located in the major tourist areas and its own central emergency telephone number.

Stated by tourismthailand, Thailand has been receiving increased competition ever since Laos, Cambodia, and Vietnam opened up to international tourism in the 1980s and 1990s. Destinations like Angkor Wat, Luang Prabang and Halong Bay now challenge Thailand's former monopoly in the Indochina region. To counter this, Thailand is targeting niche markets such as golf holidays, and holidays combined with medical treatment. Thailand has also planned on becoming the hub for Buddhist tourism in the region. In 2013, Thailand was ranked as 10th "top tourist destination" in the world tourism rankings with 26.5 million international arrivals. The Travel and Tourism Competitiveness Report 2015 published by the World Economic Forum ranked Thailand 35th from 141 nations. Among the metrics used to scale at the rankings, Thailand scored high on "Natural Resources" (16th of 141 nations) and "Tourist Service Infrastructure" (21st of 141), but low on "Environmental Sustainability" (116th of 141) and "Safety and Security" (132nd of 141). Bangkok was ranked number two of the world's top-20 most-visited cities, trailing only London. In 2008, Bangkok ranked as the 3rd behind London and New York in Euromonitor International's list of "Top City Destinations" with 10,209,900 visitors, Pattaya received 23rd with 4,406,300 visitors, Phuket was 31st with 3,344,700 visitors, and Chiang Mai ranked 78th with 1,604,600 visitors.

Table 1: Thailand Visitors 2004-2015

Year	Arrivals	% Change
2015	29,881,091	+20.44%
2014	24,809,683	-6.54%
2013	26,546,725	+18.8%
2012	22,353,903	+15.98%
2011	19,230,470	+20.67%
2010	15,936,400	+12.63%
2009	14,149,841	−2.98%
2008	14,584,220	+0.83%
2007	14,464,228	+4.65%
2006	13,821,802	+20.01%
2005	11,516,936	−1.15%
2004	11,650,703	*no data*

Source: http://www.tradingeconomics.com/

In their justifications for constructing a new coal-fired power plant in Krabi (2015), the Electricity Generating Authority of Thailand (EGAT) presumes that by

2032 Thailand will receive more than 100 million tourists a year, 40 percent of them will likely to visit Phuket and the neighbouring provinces such as Krabi. On average, the power consumption of a tourist is four times higher than that of a local resident. In 2015 some segments of Thailand's hospitality industry enjoyed their best year for over two decades, according to research firm STR Global. Thailand closed the year with overall hotel occupancy of 73.4 percent, an increase of 13.6 percent over 2014, as arrivals rose to nearly 30 million mark, outstandingly driven by a demand from the Chinese market. December 2015 was a particularly strong month as occupancy levels reached 77.4 percent, the highest level since 1995, reported by tradingeconomics/ thailand/tourist-arrivals.

1.3 Background of potential three tourism areas that this research will focus on:
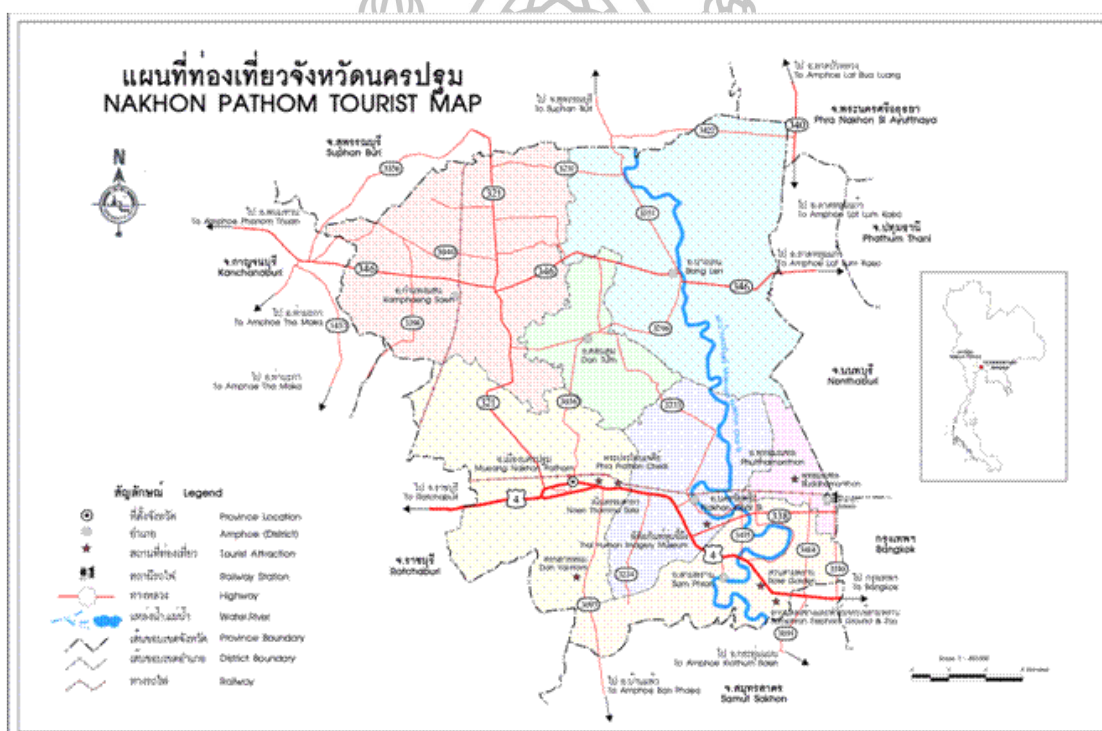
1. Nakhon Pathom: Wikipedia stated that Nakhon Pathom is one of the central provinces in Thailand. Neightboruring provinces are Suphan Buri, Ayutthaya, Nonthaburi, Bangkok, Samut Sakhon, Ratchaburi and Kanchanaburi. The province has long been known with fruit orchards, major industrial area and two leading universities.

Moreover than that, the customers who came to visit Nakhon Pathom would have enjoys with many interesting places;

-Wat Phra Pathom Chedi Ratchaworaviharn is one of the main royal temples. Belonging to this temple is the Phra Pathom Chedi, one of the tallest pagodas in the world. The nearby branch of the National Museum displays mostly items of the Dvaravati times, most of them found within Wat Phra Pratone Chedi.

-Sanam Chan Palace was built by Crown Prince Vajiravudh in 1907-1910. It now houses one campus of the Silpakorn University as well as a King Rama VI Museum.

-Suan Sam Pran is a big garden. Nearby is the Sam Pran Crocodile farm, which includes a zoo and has elephant and crocodile shows.

-Phutthamonthon, A huge upright Buddha image, in walking attitude, measuring about 15.8 metres marks the centre of the area. King Bhumibhol Adulyadej granted the name "Phra Sri Sakkaya Thosapol Yan Phratan Buddhamonthon Sutas" to the splendid Buddha image. At present, important Buddhist ceremonies and festivities are held here, such as the Visaka Bucha Day, Makabucha Day, Asanhabucha Day, and Loy Krathong Festival.

2. Bangkok: Bangkok is one of the world's top tourist cities. As the global top destination city by international visitor arrivals in its Global Destination Cities Index, with 15.98 million projected visitors in 2013. The city is ranked fourth in cross-border spending, with 14.3 billion dollars projected for 2013, after New York, London and Paris. Euromonitor International ranked Bangkok sixth in its Top City Destinations Ranking for 2011. Bangkok was also named "World's Best City" by Travel + Leisure magazine's survey of its readers for four consecutive years, from 2010 to 2013.

As the main gateway through which visitors arrive in Thailand, Bangkok is visited by the majority of international tourists to the country. Domestic tourism is also prominent. The Department of Tourism recorded 26,861,095 Thai and 11,361,808 foreign visitors to Bangkok in 2010. Lodgings were made by 15,031,244 guests, who occupied 49.9 percent of the city's 86,687 hotel rooms.

Bangkok's multi-faceted sights, attractions and city life appeal to diverse groups of tourists. Royal palaces and temples as well as several museums constitute its major historical and cultural tourist attractions. Shopping and dining experiences offer a wide range of choices and prices. The city is also famous for its dynamic nightlife. Although Bangkok's sex tourism scene is well known to foreigners, it is usually not openly acknowledged by locals or the government.

Among Bangkok's well-known sights are the Grand Palace and major Buddhist temples. Shopping venues, many of which are popular with both tourists and locals, range from the shopping centers and department stores concentrated in Siam and Ratchaprasong to the sprawling Chatuchak Weekend Market. Taling Chan Floating Market is among the few such markets in Bangkok. Yaowarat is known for its shops as well as street-side food stalls and restaurants, which are also found throughout the city. Khao San Road has long been famous as a backpacker destination, with its budget accommodation, shops and bars attracting visitors from all over the world.

3. Hua Hin: tourismhuahin stated that Hua Hin is Thailand's oldest beach town resort. Situated on the west coast of the Gulf of Thailand and only 200 kilometers from the capital, Bangkok, it offers the ultimate getaway destination for the city's elite. Hua Hin became popular with the Royal Family following the construction of the southern railway in the 1920's, travel became more accessible and a demand for luxury resorts and hotels grew. The first of these was the Railway Hotel which is now the Sofitel Central, still one of Hua Hin's most popular hotels.

Hua Hin is undergoing expansion from travelers for a second home, it a quaint house nestled in the hills or an upmarket condominium with ocean views. Over the past few years, the town has seen countless housing developments spring up, new golf courses constructed, a brand new shopping complex and movie theatre and a boom in local businesses. The charm of Hua Hin is that it still retains its fishing village serenity which is now side by side with the bustling center of a modern luxury beach resort.

The customers who came to visit Hua Hin would have enjoys with many interesting places;

-Hua Hin Beach extends some six kilometres southwards from a rocky headland to Kao Takiap, a headland with a Buddhist temple.

-Nightly Street Market

-Takiap Hill away four kilometres from Hua Hin that has temples and offers a view of the town.

-Hin Lek Fai Hill, only three kilometres west of Hua Hin district, Khao Hin Lek Fai or Flint Mountain is 162 metres high. On top, there is a public park and viewpoints.

-Pa La-u Waterfall, this 11-tier scenic waterfall, some 60 kilometres west of Hua Hin, is in an evergreen forest where birds and butterflies abound.

-Wat Huay Mongkol was home to the immensely popular monk Luang Pu Thuat, famed for his "miracles". Commissioned by the Queen of Thailand, Wat Huay Mongkol houses the largest statue of Luang Phor Thuat in Thailand in a park-like setting.

1.4 History of Hotels in Thailand

Hotels in Thailand started around the year 1863 by the publication of Dr. Bradley. The hotel was opened in the Hotel Union Hotel and Boarding hotel. Starting from the time Mongkut Rama fourth, people who have to come to the foreigners, especially the Chinese who came to Siam at that time was going to stay under the temple. Until the reign of King Rama V with a major renovation of comfortable and luxurious hotel than ever before. Since then, hotel industry has been growing till present day.

1.5 Evolution of hotel

The trend in the hotel business (Hotel Industry Trend)

Thailand has about 8,000 hotels across all of the rooms that have a total of approximately 390,000 rooms to accommodate visitors, with several groups of target market. The hotels have many kind of target market such as honeymoon couple like luxury pool villa room, and also tourists who like design (boutique hotel) and some tourists who care about the environment (green hotel).

Boutique hotel became very popular these 4-5 years. This trend reflects the lifestyle in Thai hospitality industry. Lifestyle affects the tourism industry and the hotel is ready to connect with this group of people. Both honeymoon and family based on the model discussed above by targeting tourists with lifestyle. Although this group is not large but a group of this people are ready to spend a lot of money. Moreover, social influence is also a key of element in common by the people that reflect hotel business.

The W Hotels "from the definition of W" is meaning warm, wonderful, witty, wired and welcome, which was the idea of President simulated crashes Starwoods, with current total of 26 hotels in the world, with only five in Asia. Thailand is the first in ASEAN features of W hotels in the chain. The unique combination of the advantages of a business hotel and a boutique hotel that will focus on designed. The architectures and decors with unique personality will show the different of each hotel. The group of hotel latent creativity and advanced technology but including services to meet the needs of customers as the slogan "whatever you want, whenever you want it" but it does not ignore the existence of a "group" with luxury and comfort in the style business hotel such as room size, ballroom fitness and facilities are designed to differentiate the concept.

Design Hotels Group is a hotel that offers technologies booking system, marketing services and a public relations representative for each traveler who need a new era with a self-seeking "experience" with different and matches the lifestyle of them.

The Small Luxury Hotels is a luxury hotel but has not large size. This is consistent with the needs of today's traveler. It also provides a different experience to customers in a variety of architectural styles and also focus on environmental responsibility.

1.6 First time customer

First time customer is a group of people that the hotels always convince to purchased their services. Gupta (2006) stated that when customers are getting the services, the hotel must operate the service higher than their expectation in order to increase customer satisfaction. They may or may not revisit to the hotel again depend on their first time experience provided by the hotel. An ultimate first time customer can also be a repeat customer. The hotel should realize this importance as well.

1.7 Repeat customer

Repeat customer is a group of people that the hotels must pay attention to their details in order to reduce customer defections. The relationship between the hotel and the repeat customer can be started from the first contact with a hotel and prolonged continually throughout their entire lifetime. A hotel's ability to retain customers does not only relate to its products or services but strongly relates to the way it serves the existing customers and how they maintain the reputation. Repeat customer is more than giving the customer what they are expecting from the hotel. It is about exceeding their expectations so that they become loyalty supportive of the hotel brand. Creating customer loyalty means priority customer value rather than maximizing profits and shareholders' value as the center of business strategy. The key differentiation in a competitive environment is often the delivery of a consistently high standard in customer service. It has a direct impact on profitability. Researchs by Keiningham and colleagues (2007) and Morgan & Rego (2006) indicate that engaged customers generate 1.7 times more revenue than normal customers while having engaged employees and engaged customers return a revenue gain of 3.4 times.

## 1.8 Maslow's hierarchy of needs
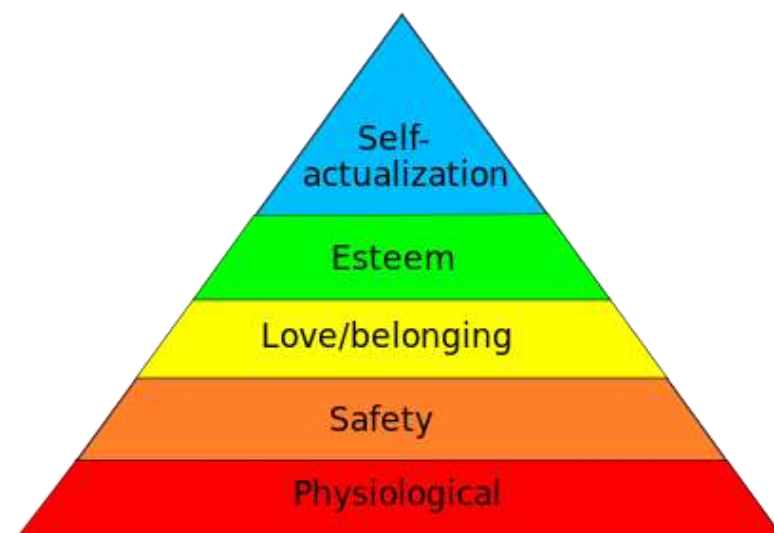
Figure 1: Maslow's hierarchy of needs

Source by Reinecke et al. 1989

This research's aim to gain a better understanding of people motivation in deciding which hotel to stay. One of the popular motivation theory is Maslow's hierarchy (Reinecke et al.1989). Maslow's hierarchy of needs is a theory in psychology proposed by Abraham Maslow in his 1943 paper "A Theory of Human Motivation" in psychological review. Maslow subsequently extended the idea to include his observations of humans' innate curiosity. His theories parallel many other theories of human developmental psychology, some of which focus on describing the stages of growth in humans. Maslow used the terms "physiological", "safety", "belongingness" and "love", "esteem", "self-actualization" to describe the pattern that human motivations generally move through (Reinecke et al. 1989). Maslow's theory was fully expressed in his 1954 book Motivation and Personality. The hierarchy remains a very popular framework in sociology research, management training and secondary and higher psychology instruction.

Physiological needs

Physiological needs are the physical requirements for human survival. If these requirements are not met, the human body cannot function properly and will ultimately fail. Physiological needs are thought to be the most important; they should be met first. Air, water, and food are metabolic requirements for survival in all animals, including humans. Clothing and shelter provide necessary protection from the elements. While maintaining an adequate birth rate shapes the intensity of the human sexual instinct, sexual competition may also shape said instinct.

Safety needs

Once a person's physical safety needs are relatively satisfied, their safety needs take precedence and dominate behavior. Safety needs manifest themselves in ways such as a preference for job security, grievance procedures for protecting the individual from unilateral authority, savings accounts, insurance policies, disability accommodations, etc. This level is more likely to be found in children as they generally have a greater need to feel safe.

Love and belonging

After physiological and safety needs are fulfilled, the third level of human needs is interpersonal and involves feelings of belongingness. This need is especially strong in childhood and can override the need for safety as witnessed in children who cling to abusive parents.

According to Maslow, humans need to feel a sense of belonging and acceptance among their social groups, regardless whether these groups are large or small. Many people become susceptible to loneliness, social anxiety, and clinical depression in the absence of this love or belonging element. This need for belonging may overcome the physiological and security needs, depending on the strength of the peer pressure.

Esteem

All humans have a need to feel respected; this includes the need to have self-esteem and self-respect. Esteem presents the typical human desire to be accepted and valued by others. People often engage in a profession or hobby to gain recognition. These activities give the person a sense of contribution or value. Low self-esteem or

an inferiority complex may result from imbalances during this level in the hierarchy. People with low self-esteem often need respect from others; they may feel the need to seek fame or glory. However, fame or glory will not help the person to build their self-esteem until they accept who they are internally. Psychological imbalances such as depression can hinder the person from obtaining a higher level of self-esteem or self-respect.

Most people have a need for stable self-respect and self-esteem. Maslow noted two versions of esteem needs: a "lower" version and a "higher" version. The "lower" version of esteem is the need for respect from others. This may include a need for status, recognition, fame, prestige, and attention. The "higher" version manifests itself as the need for self-respect.

Self-actualization

This quotation forms the basis of the perceived need for self-actualization. This level of need refers to what a person's full potential is and the realization of that potential. Maslow describes this level as the desire to accomplish everything that one can, to become the most that one can be.

Chapter 2

Literature Review

This chapter will first describe the current literature on the factors that impact tourists' decision to choose a hotel. There are altogether ten factors that this research will focus on. It will be discussed in greater detail in this chapter. Finally, hypotheses based on ten factors would be proposed. There are ten factors that this research would be focusing on, which will be described in greater detail in this chapter. These 10 factors are:

1. Customer satisfaction
2. Cleanliness
3. Credibility
4. Safety & Security
5. Facilities
6. Service quality
7. Location
8. Promotion
9. Brand preference
10. Switching cost

In any particular decision on the selection of accommodation, there may be multiple factors which could be impacted on a customer to choose a hotel to stay. This can be explained when a customer was visiting the same destination, they might consider different needs of travelling under a variety of different situations. Simply asking potential customers to rate a factor according to its importance over other factors mentioned on a list, this does not give a valid result indicating that the selection of accommodation cannot be simply represented by a list of attributes. The purpose of studying "accommodation selection" is to gain a greater understanding of the factors that impact customers' decision.

There are many services and facilities that hotels offer to their customers. All of these features can attract the customers and can affect their choices when buying different products (Lewis 1983). The demand can be higher or lower depending on the products that the service providers offer to their customers. Moreover, to attract customers, the company should differentiate their products in relation to the competitors' offers (Alpert 1971). There were findings from various studies indicate that the customers will choose the hotel based on different factors in order to get the best staying (Atkinson 1998; LeBlanc; 1996; Marshall 1993; Wilensky 1988).

Customer retention is one of the most commonly mentioned outcomes of a strong buyer and seller relationship (Crosby et al.1990). Retaining customers is important for any business. Harley (1984) stated that it was cheaper to keep current customers than to find the new customers because the company knows the customers and knows what they want. Desai and Mahahan (1998) stated that existing customers also 1) pay less attention to competing brands, 2) advertise is lower price and 3) they

create positive opinion by word-of-mouth. Reichheld and Sasser (1990) argued that customer retention brought a lot of benefit to the service provider such as 1) better service, 2) lower price sensitively, 3) positive word-of-mouth, 4) higher market share, 5) higher efficiency and 6) higher productivity habit. There are evidences from Jones and Sasser (1995) which prove that existing customer can be much more profitable than a new customer, the difference when dealing with new customers and existing customers can be substantial since a current customer being up to three times more profitable compared to a new customer. It is also more profitable for both supplier and buyer. When a supplier can retain a customer, it is easier to find out more about the buying firm's business and the supplier's products that can help the customer. This allows the supplier to serve a customer better and increase sales to that account. Ajzen and Fishbein (1980) stated that suggested that if the buyers received superior service, they could pay for the higher prices so the positive intentions were increased and be able to further continue the business with the certain salesperson.

Mutita Manmadtakul (2005) had a research with repeat foreign on Khao San Road from May to June 2005. The research found that most customers were European women age raged from 21-30 years old (status single), and earn lower 10,000 US dollars per year. They came back to Khao San Road 1-5 times with theirs friends and stayed in guest house around 1-3 days. The result showed that the factors effect to theirs decision to return were night club, restaurants, near attractions, safety, price and service from service providers.

Weaver and Lawton (2002) stated that the customers will come back or not come back might have another factors but satisfaction from previous experience is the main point for theirs decision. They separated 4 groups of royalty customers for a travelling place as the details.

1. Latent refers to the customers have satisfied with experience but not come back again because that place is only one experience in their life and the price is very high.
2. High refers to the customers have very high royalty and always come back. This group of customer will suggest that travelling place to another customer.
3. Low refers to the customers have very low royalty and never come back because they have not satisfied with travelling place.
4. Spurious refers to the customers come back again but not related with satisfaction, the reason to return depend on theirs family such as child, father and mother.

Customer repurchase intention

The structure of this model is derived from several sources. It is developed from the satisfaction, attitude and intention relationships examined by Oliver (1980, 1981) and from the analyses of customer perceptions of service performance by Cronin and Taylor (1992, 1994). The model also incorporates the defensive factors to switching identified by Fornell (1992).
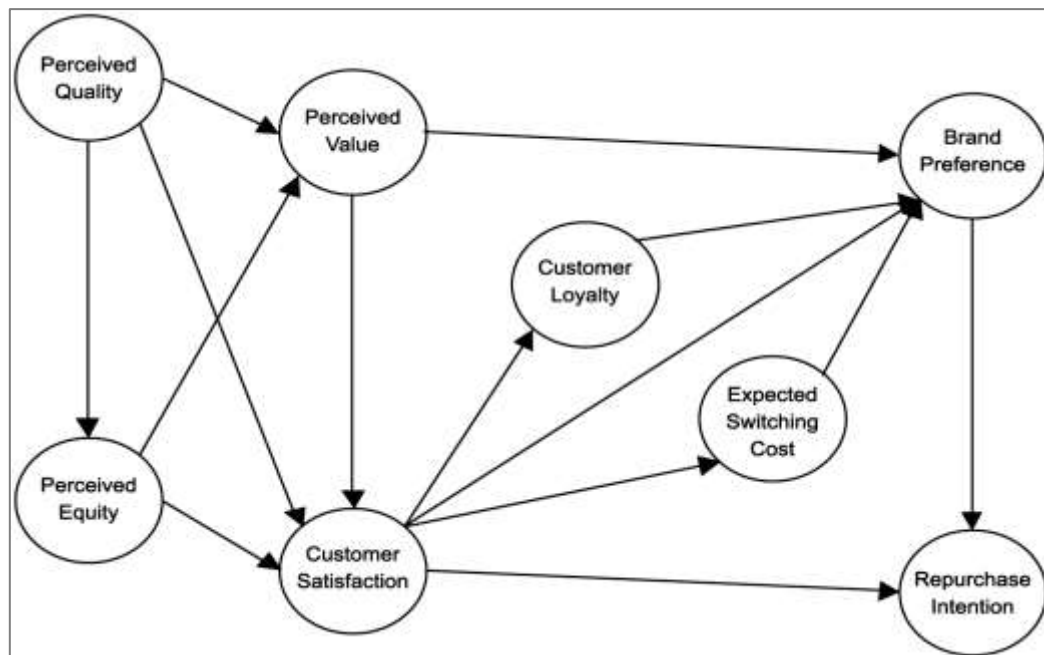
Figure 2: Customer repurchase intention

Source: Philip et al. 2002

It shows that the key factors preceding customer satisfaction and brand preference. Each of the model components is defined as follows:

- Repurchase intention, the individual decision to buy again with service from the same company, taking into account his or her current situation and likely circumstances.
- Brand preference, the extent to which the customer favors the designated service provided by his or her present company, in comparison to the designated service provided by other companies in his or her consideration set.
- Expected switching cost, the customer's estimate of the personal loss or sacrifice in time, effort and money associated with the customer changing to another service provider.
- Customer loyalty, the degree to which the customer has exhibited, over recent years, repeat purchase behavior of a particular company service and the significance of that expenditure in terms of the customer's total outlay on that particular type of service.
- Customer satisfaction, the degree of overall pleasure or contentment felt by the customer, resulting from the ability of the service to fulfill the customer's desires, expectations and needs in relation to the service.
- Perceived value, the customer's overall appraisal of the net worth of the service, based on the customer's assessment of what is received (benefits provided by the service), and what is given.
- Perceived equity, the customer's overall assessment of the standard of fairness and justice of the company's service transaction and its customer problem and complaint handling process.

Brand preference upon repurchase intention
The effect of brand preference on willingness to buy has rarely been examined (Dodds et al., 1991). Encouraging approaches to the more precise specification of customer choice behavior are provided by developments in consideration set theory. Constructive advances also appear in the structural models of customer preference and repurchase. There is a causal link between customer behavior favor the service by specific service provider (brand preference) and the customers will buy that service again from the same provider.

Expected switching cost upon brand preference
Switching cost makes changing service providers more expensive (Grønhaug and Gilly, 199). As this cost increases, customers are less likely to change suppliers. This is why some service suppliers expend considerable effort in building switching costs into their marketing strategies. The higher switching cost will be the customer's preference for the same service supplier or service brand.

Customer loyalty upon brand preference
Customers attempt to reduce the poor service by buying a famous brand, seeking additional information and repeating the purchase of the brand that has provided satisfaction. The use of customer loyalty segmentation in a firm's marketing strategy also increases the likelihood of a positive relationship between service and present brand preference (Pritchard, 1991).

Customer satisfaction upon brand preference
Customer satisfaction can influence attitude change which in turn affects repurchase intention (Stauss and Neuhaus, 1997). A high level of satisfaction is likely to increase the probability return that same brand and will increase the customer prefer for the brand.

Customer satisfaction upon customer loyalty
It has found that while dissatisfaction encourages switching, satisfaction does not ensure customer commitment and loyalty (Bloemer and de Ruyter, 1998). It has established that the positive relationship between satisfaction and loyalty is moderated by the extent to which customers undertake brand expectation-performance comparisons.

Customer satisfaction upon expected switching cost
Opportunity cost analysis suggests that customer satisfaction has a positive causal effect on the expected disadvantage or cost in switching service suppliers. That is, the higher the level of the customer's overall satisfaction with the service has related the opportunity in switching service provider (Fornell, 1992).

Satisfaction upon repurchase intention
A direct positive relationship between customer satisfaction and repurchase intention is supported by a wide variety of product and service studies. These studies establish that overall customer satisfaction with a service is strongly associated with the behavior intention to return to the same service provider. However, it must be kept in

mind that the direct positive relationship of satisfaction upon repurchase intention is a simplification of the matter. While customer satisfaction is a major factor, it is only one of the many variables that can impact upon customer repurchase intention (Jones and Sasser, 1995)

Perceived value upon customer satisfaction

The proposed relationship of perceived value upon customer satisfaction is supported by value disconfirmation experience. When a single purchase of a product or service is made, the customer expects to receive a benefit greater than the cost so the customer expects to receive value. If anything happens after the purchase that unexpectedly, it will reduce the perceived value. The customer becomes less or more satisfied, which in turn influences subsequent customer value expectations, purchase behavior and overall customer satisfaction (Carr, 1990).

Perceived equity upon customer satisfaction

Several studies have found that customer equity perceptions influence the amount of satisfaction that the customer has, following a purchase transaction (Erevelles and Leavitt, 1992). Customer overall satisfaction is often understood by market researchers to be a consequent variable of equity and other processes.

Perceived equity upon perceived value

The association of perceived equity and perceived value (Oliver and Swan, 1989) is supported by arguments that complaint management and the reduction of buyer service failure costs (time, effort and money) can assist customer retention. The reduction of these buyer costs increases the consumer's utility from the purchase.

Perceived quality upon customer satisfaction

The relationship of quality to satisfaction at either the transaction-specific or global level of analysis is not universally agreed upon. Some analysts treat perceived quality as a relatively stable perception of the service which is influenced as customers experience satisfaction or dissatisfaction with specific of the service over time. Even where perceived quality is understood to satisfaction, some researchers indicate that there can be diminishing satisfaction returns to an increase in the level of service quality (Anderson and Sullivan, 1993).

Perceived quality upon perceived equity

In service transactions, customers judge service contact employees on their ability to deliver the service right the first time, and by their capacity to recover when some things go wrong. Customers also judge contact persons on how well they deal with special requests, and their involuntary actions and attitudes. As the service encounter meets the sequence of events expected by the customer and meets service promises, the customer will perceive that they have been treated fairly and reasonably. The greater the reliability, responsiveness, assurance and empathy of the service delivery process, the customer will perceive the service as treating them justly and fairly. Support for a perceived quality-equity relationship is also provided by (Wells and Stafford, 1995).

Perceived quality upon perceived value

Customer perceived value can be positively influenced by perceived quality and negatively influenced by perceived price (Chang and Wildt, 1994). There is not necessarily a positive relationship between the customer's perception of quality and their perception of value.

However, from many existing research found that there are many factors can influence the customers when choosing a hotel. These factors including customer satisfaction, cleanliness, credibility, safety & security, facilities, service quality, location, promotion, brand preference and switching cost.

2.1 Customer satisfaction

Customer satisfaction is a psychological concept that involves the feeling of well-being and pleasure resulting from obtaining what one hopes for and expects from an appealing product and service WTO (1985). Customer satisfaction can also be defined as satisfaction based on an outcome or a process Vavra (1997), outcome definition of customer characteristic satisfaction as the end-state resulting from the experience of consumption. This end- state may be a cognitive state of reward, an emotional response to an experience or a comparison of rewards and costs to the anticipated consequences. He also puts forth definition of customer satisfaction based on a process, emphasizing the perceptual, evaluative and psychological processes contributing to customer satisfaction.

According to Oliver and DeSarbo (1988) and Tse and Wilton (1988), customers purchase goods and services with pre-purchase expectations about anticipated performance. Once the product or service has been purchased and used, outcomes are compared against expectations. When outcome matches with expectations, then customer satisfaction will occur. In service markets, customer satisfaction is often measured as the difference between service expectations and perception of the service experience. Oliver (1980) focused on satisfaction of expectations. The customer satisfaction is subjective, and customers who are not satisfied, have also defected to competing firms. It occurs when there are differences between expectations and outcomes. Negative customer satisfaction occurs when product or service performance is less than the expectation. And positive customer satisfaction occurs when product or service performance is better than the expectation.

Customer satisfaction is not a universal phenomenon and not everyone gets the same satisfaction out of the same hospitality experience. The reason is that customers have different needs, objectives and past experiences that influence their expectations. The same customer may also have different needs and expectations on different service or at different times. Therefore it is important to gain a clear idea of the customer needs and objectives that correspond to different kinds of satisfactions. This is a very important segmentation of the market because no service or product can offer everyone the same degree of satisfaction (WTO 1985).

Customers' overall satisfaction with service is based on all their encounters and experiences with the service provider. The provision of service, involving contact and interaction with customers, is usually a real time activity. In an increasingly competitive environment, companies must be customer-oriented. It is not surprising that companies spend substantial resources in measuring and managing customer

satisfaction. To improve customer satisfaction and loyalty, companies must understand what factor that influences customer satisfaction to create repurchasing behavior and try to make improvements in these critical areas so that they can have more satisfied and loyalty customers.

Reichheld and Sasser (1992) argued that an important concept to consider when developing a customer loyalty program is customer satisfaction. Satisfaction is a measure of how well a company services over time and usually willing to provide the best services to the customers. Loyal customers may also be willing to pay more to "stay in a hotel they know or go to a doctor they trust than to take the chance on a less expensive competitor"

Furthermore, customer satisfaction is recognized as a great importance to all commercial firms, we conceptualize customer satisfaction to be an evaluation of an emotion that reflects on of the degree to which the customer believes the service provider delivering services with positive feelings. Most studies in the service sector have hypothesized the link between satisfaction and behavior intentions (Anderson and Sullivan 1993; Rucci et al.1998; Bansal and Taylor 1999; Cronin et al. 2000). Indeed, this link is fundamental to the marketing concept, which holds that satisfying customer needs and wants, and is the key to repeat purchase (Kotler et al. 2002). Further, the importance of satisfaction on customer retention is recognized that some major economies measure satisfaction at the industry level by using large sample surveys to predict customer retention and future financial performance (Fornell, 1992; Fornell et al.1995).

Customer satisfaction is the leading criterion for determining the quality that is actually delivered to customers through the product, service and by the company servicing Vavra (1997). Customer satisfaction is essential for corporate survival. Several studies have found that it costs about five times as much in time, money and resource to attract a new customer as it does to retain an existing customer (Naumann 1995). This creates the challenge of maintaining high level of services, awareness of customer expectations, improvement in services and products. Knowledge of customer expectations and requirements are essential for two reasons, 1) it provides understanding of influence on repeat purchases and 2) word of mouth recommendations Berkman and Gilson (1986).

2.2 Cleanliness

Many researchers had identified in the same way as Lewis (1987), Weaver and OH (1993) that cleanliness is very important in everyone's life. According to their research, all travelers choose cleanliness to be the most important factor when choosing a hotel to stay. The standard of cleanliness also includes all parts of the hotel such as restaurant, area, swimming pool, facilities and especially accommodation.

They had identified the factor that business travelers look for when choosing a hotel is cleanliness. Taninecz (1990) and Atkinson (1988) reported that room cleanliness is one of the most important factors that can attract many travelers when it comes to hotel selection. The business guests would choose cleanliness to be the first factor because cleanliness is the attribute which the hotel can control (Lewis 1989; Mcckeary et al. 1993; Taninecz 1990). In hotel tourism and hotel accommodation of their study "standard of housekeeping or cleanliness" was the highest rated factor.

This result is more a consequence of the data collection than a true indication of the importance of this factor to accommodation selection.

2.3 Credibility

It has been argued that credibility enhances customers' inclination to buy again, to buy more, to buy other services, to become less price sensitive, and to tell others about their positive experiences such as good or bad experience even on the internet review (Anderson and Fornell 1994; Anderson et al.1994; Rust et al.1995; Zeithaml et al.1996; Bolton et al.2000). There is a positive impact of credibility on customers' behavior intentions. Bitner (1990), Bolton and Drew 1991; Boulding et al.1993; and Cronin & Taylor (1994) find that credibility of service provider has a positive impact on customer's repurchase intentions and intentions to recommend the company to others. The most comprehensive study in this field by Zeithaml et al. (1996), determines that it influences different intentions such as giving recommendations, doing more business and urging willingness to pay more.

Moreover, hotel ratings are often used to classify hotels according to their quality. The development of the concept of hotel rating and its associated definitions display strong parallels. From the initial purpose of informing traveler on basic facilities that can be expected, the objectives of hotel rating has expanded into a focus on the hotel experience as a whole. Today, the terms 'grading', 'rating', and 'classification' are used to generally refer to the same concept that is to categorize hotels, mostly using stars as a symbol

There are a wide variety of rating schemes used by different organizations around the world. Many have a system involving stars, with a greater number of stars indicating greater luxury. Forbes Travel Guide, formerly Mobil Travel Guide, launched its star rating system in 1958. There are three main factors that create credibility of the hotel and they will be focused in this study.

2.3.1 Internet review & Social media

Social media is a communication channel to transmit or share information with a broad audience Hartshorn (2010). Social media is a use of web-based and mobile technologies to turn communication into interactive dialogue. Bradley (2010) defines social media as "a set of technologies and channel targeted at forming and enabling a potentially massive community of participants to productively collaborate but social media technologies such as social networking, wikis and blogs enable collaboration on a much grander scale and support tapping the power of the collective in ways previously unachievable". Horthorn (2010) also defines social media as an online publishing technology for everyone to rapidly diffuse information, as well as viewing content created by other publishers, whereby sharing, collaboration and relationship have been build. Bozarth (2010) indicated that social media refers to online material produced by the public users, distinct from content produced by professional writers, journalists, or generated by the industrial or mass media. New web technologies enable anyone to create and distribute their own content, hence businesses can avoid expensive advertising fee as they can create their own interesting content to draw attention from social networkers to their pages Zarella (2010).

Therefore, it is essential for companies to learn a relationship form their social customers through sharing and dialoguing in order to build network around service and product Seop (2004). Social media not only enables interactive conversation but also allows relationship, which is the priority to buying decision, and to develop gradually Turner and Shah (2011).

Nowadays, internet became an essential part of everyday people's life, the growth of trip-advice websites has presented to customers with a wide range of alternatives to evaluate and select the hotels. When travelers describe their experience of staying in the hotels, this action will deliver the impact to other readers. They become concerned with those reviews and will investigate how the quantified quality of a variety of hotel attributes, not just the presence or absence of particular items. The reviews influence a traveler's willingness to pay. According to the research, more than 30 percentages of internet users are likely to search products online, especially online customer reviews and rating are the most accessible and prevalent. The availability and easy access of online travel advice sites make it easier for traveler to select their hotel. Therefore most of traveler will be deciding from reviews either the places where they have never been or existed hotels. They think about both quantitative and qualitative reviews on destinations, hotels or other traveler experience. An online review is very important (Park et al.2007) argue that it provides information about products and services to help traveler decided easier and serves as recommendation. Online reviewers deliver additional information, which provides either positive or negative comments over certain products or services.

2.3.2 Accommodation rating system

Accommodation Rating Systems (ARS) can be traced as 1900, when Andre Michelin published a guide for those traveling in France to help them find lodgings and good food while touring. When motoring became popular, a star system was developed by inspectors. They visited establishments to award stars based on merit (Michelin Restaurants History n.d.). Essentially, Gilbert (1990) argued that the aim of an ARS is to provide the consumer with reliable guidance for making purchasing decisions. Star rating systems exist across the globe and can be established at government, industry and private levels as to provide a standard guide for governments and consumers to assess tour operators, travel agencies, and hotels amongst the others Narangajavana and Hu (2008). Rating systems in accommodation are mostly comprised of two parts; a basic standard needs to meet government regulations, and a grading system which measures other tangible and intangible aspects, which can be compared to other properties (Callan 1993). Governments use rating systems to regulate safety in the hotel industry; tour operators and travel agents use them to choose accommodation for clients; the consumer uses them to compare accommodation and hotels use the system as a part of their branding and promotion. According to Narangajavana and Hu (2008), the number of symbols such as stars, crowns, diamonds, suns and letters have been used in rating systems, with one to five stars being used in many countries to rate accommodation. The involvement of government for the rating systems in Europe (Gilbert 1990), has assisted in providing safety standards and a more consistent product for the consumer. As well, through regulation and planning laws for resorts, the image of the landscape has been

controlled, and in turn has contributed to the consistency of the destination image which is evident in some ski and island resort areas.

Approximately 70 ARS exist worldwide Kozak and Rimmington (1998) argue that it had largely instigated by government or national tourism boards / administrations / agencies (NTAs). There has been an increase in the number of such schemes in the last 10 years. The number funded by industry has also increased due to delegation by NTAs to accommodation associations Parsons (2006). The current governments push accommodation providers, inbound tour operators and industry bodies to develop Australia as a quality tourism destination to be underpinned, amongst other programs, by the accommodation star ratings system. Star ratings have considerable consumer recognition, although not necessarily the first consideration, play a role in the decision-making process with regard to accommodation purchased.

The reason to increase in ARS in the recent years is not clear but is most likely due to changing consumer expectations with regard to quality and consistency of standards across the accommodation industry. Significant increases in international travel in the past 15 years have created a knowledgeable and experienced travel market who are discerning about their accommodation purchases Parsons (2006). Although ARS have developed good standards and guidelines, there is a further room for improvement to meet consumers' changing expectations.

Rating or grading schemes Ingram (1996) are mostly made up of compulsory and voluntary requirements and divide accommodation into categories. The categories indicate specified facilities and services such as size of room, bathroom amenities, and provision of food and beverage services. Callan (1995) supports that grading is a qualitative assessment of the accommodation facilities and evaluates how good or bad they may be, and the results in a rating are being awarded. The actual components assessed in the rating process are critical, given when consumers are making purchase choices based on the quality of the physical components, and considerable debate has taken place about the selection of each component and related sub-categories. Moreover, Lockyer (2002) and Robinson (2007) states that there are other elements that can influence consumer choice such as ambience, accessibility, price, safety, friendly staffs, services, location and views. These elements are not always considered in the rating system. For instance, a property can have the different rating whether it is located on a busy highway or in a peaceful lake setting Robinson (2007). In the rating system, one star indicates that the accommodation provides basic facilities and service while the highest rating, five stars, represents international standard equipped with high level of facilities. Consumers who stay in three to five star properties are more likely to depend on star ratings than those who stay in one or two star properties

2.3.3 Trust

Morgan and Hunt (1994) stated that trust was an existing when one party had confidence in a partner's reliability and integrity. Indeed, trust could exist at the individual level or at the firm level. Furthermore, trust was a dimension of service quality and can also be thought of as "trust in the service itself". In other word, trust in the seller is a vital key to build customer loyalty and to maintain continuity in buyer-seller relationship. Recent research suggests that in some cases, service providers may be unable to retain even though customers are satisfied. It may be

necessary to look beyond satisfaction to other variables that strengthen retention such as trust. This view Hart and Johnson (1999) is consistent with the research on marketing channels, which shows that firms often look beyond satisfaction, and pay more attention to develop trust in order to ensure economically viable and long-term relationship.

The consequences of trust in business-to-business relationships have been firmly established, but the same outcomes cannot be applied with trust in business-to-customer relationships. Following the idea of Parasuraman et al. (1988) stated that many service providers have used trust together with assurance as a dimension of the service quality construct. Gremler and Brown (1996) proposed trust as a part of customer loyalty. More specifically, they proposed trust as a confidence benefit rated highly by customers in long-term relational exchanges with service firms. However, Garbarino and Johnson (1999) stated that trust was a driver of customer behavior intentions. According to their research, trust is a part of satisfaction that includes relationship between component attitudes and future intentions so it likely to be a strong driver of customer retention.

2.4 Safety & Security

Safety & Security Atkinson (1998) can also be defined as the control of recognized hazards to achieve an acceptable level of risk. This can take the form of being protected from the event or from exposure to something that causes health or economic losses. It can include protection of people or of possessions. Many researchers consider the impact of hotel selection (McCleary et al.1994; Atkinson 1998; Weaver and OH 1993; Clow et al. 1994; Lewis 1985; Marshall 1993; Parasuraman et al. 1988). They found that safety & security were one of the top factors when choosing a hotel to stay. Business travelers and leisure travelers look safety & security as the main factor. However, the research conducted in predictions by (McCleary et al. 1994; Atkinson 1998; and Weaver & OH 1993) considered the impact of gender in traveler selection, they found that safety & security was a more important selection criterion for female travelers. Regarding SasaKarlovcan, (2010), the increasing number of female travelers in hotel industry, the hotel should recognize this as it is becoming an important factor of the hotels. The hoteliers should strictly provide this attribute for the customers in order to have the competitive advantage.

2.5 Facilities

The potential travelers do not sufficiently determine the factors that influence the selection of accommodation. Kitzinger and Barbour (1999) stated that the importance of each factor was different based on the reason and length of stay. They identified that the reason of staying is relates to how long a traveler stays in the accommodation. The expectations of the travelers generally rely on the quantity and the quality of the facilities. When choosing a hotel, most of travelers look for these qualifications, which are quality, size of room, amenities and the variety of facilities.

Room quality: Batt (1999) argued that room quality was the most influent factor on their selection to pay for an economy hotel. For this category of customers, economy hotels should focus on investments of the quality of their hotel rooms, which

includes room design, facilities and temperature control. Our finding suggests that most of the customer need ~~is~~ the quality of room, which provides empirical evidence for their needs in hospitality field.

Size of room: Bolton et al. (2000) stated that size of the room was a factor that travelers expected as to contribute a suitable stay in the hotel. The space availability in the hotel room and amount of space to move around in the room being critical to continued reservation. While another noted that they needed enough space to spend a bit of time with their families. On the other hand, making a room larger may satisfy a traveler and gain more repeat travelers while at the same time allowing the operator to charge a higher tariff. As well as the availability of space in a room, a number of other factors relating to space were reported as having an influence on extending the travelers length of their stay.

Amenities: (McCleary et al. 1994; Atkinson 1998; and Weaver & OH 1993) have very similar interpretations of room, which is the most important attribute that creates value during customer's stays. More importantly, they found that customers are willing to pay for different amenities when staying at different types of hotels. Their research conducted with predicting hotel selection by considering the impact of gender's preference on selecting different amenities in room, which is important to understand their selection. In term of shorter stay, kitchen was less important than longer stay (more than four days). Hotel & Resort accommodations were to be attractive especially for families as they can cook for themselves, so they can also save the expenses of having to eat out for every meal. In addition, there were also some specific needs of females such as cooking and décor but for males there were other important needs such as lounge, bar, restaurant availability and flexible opening hours of food & beverage facilities.

Facilities: (Maslow 1970; Weaver & OH 1993) identified that facilities were the most important attributes as they affect room price for hotel industry. They found that customers are willing to pay more for a wide range of facilities when choosing a place to stay. Hartman (1989) also reported that the customers will pay for enough facilities when the customers have a long stay in the hotel such as availability of free parking in a luxury hotel, spa, fitness and tour counter. As the idea by Kitzinger and Barbour (1999), they said that male and female will select the different facilities in term of focus group. In the focus group discussions, there was a clear indication that the facilities requirements also related to the length of stay. The points that are related to the length of stay and facilities provided were also evident in relation. The outdoor facilities for dining as well as activities to keep children occupied, all of these seem to meet the travelers' expectation.

2.6 Services quality

In hotel business, Cronin (2003) argued that service quality was the most widely investigated construct in services marketing. Service quality is defined as an overall judgment about the level of a service firm's performance, general attitude evaluation of service provider (Bitner 1995; Zeithaml & Parasurmaman 1996). As the result, this significant body of work and marketing scholars has concluded that if service providers can take actions that resulting in improved service quality evaluations, they will be rewarded with enhanced customer retention. The possibility

of customers who are unlikely to return to a service provider occurs when the company delivers a level of perceived service quality lower than customers' expectations (Zeithaml & Parasurama 1996). The quality of services is considered to be a critical success factor for contemporary service companies.

In addition, contribution of service quality for profitability is generally explained by two underlying processes. First, service quality is regarded as one of the few means for service differentiation and competitive advantage, which attracts new customers and contributes to the market share. Second, service quality is viewed as an important means for customer retention. It has been argued that service excellence enhances customers' inclination to buy again. Cronin and Taylor (1994) found that service quality had a positive impact on customer repurchase intentions and to recommend the company to others. The most comprehensive study in this field by Zeithaml et al. (1996) determines that service quality influences different intentions such as giving recommendations, doing more business, and willingness to pay more.

Moreover, ArashShainn (2001) noted that there were also a number of different definitions for service quality. Firstly, it can be used to define service quality as the extent to which a service meets customer's need or expectations. Secondly, service quality can explain the difference between customer expectation in service and perceived service. The customer dissatisfaction occurs when the expectation is greater than performance; hence the perceived quality is less than satisfaction. Therefore, service quality is the features and characteristic of a product on its ability to satisfy stated or implied need. A common definition of service quality is that the service should correspond to customers' expectations and satisfy their needs and requirements. It is generally agreed that the service quality construct is different from that of customer satisfaction. Bolton and Drew (1991) and Parasuraman et al. (1988) argued that while service quality is an overall attitude towards a service firm, while customer satisfaction is specific to an individual service encounter. Robinson (1999) pointed out that although it is generally agreed that service quality is an attitude or global judgment about the better service.

Service quality is based on consumer's assessment. Parasuraman et al. (1988) defined service quality as the gaps between customer's perception of service performance and service expectations. Eccles and Durand (1997) explained that elements of quality were obviously impossible to measure when considering a service, the quality was defined and perceived by consumer. Each customer requires the quality to fulfill their expectation, regardless of the tangible elements presented. Suleiman and Jehad (2011) identified that measuring service quality seems to pose difficulties for service providers because of the unique feature of service. In addition, travelers expect a high level of service from luxury hotels Monty and Skodmore (2003). As suggested by Griffin (1996), first-class services are deemed desirable in luxury hotels. Hotel managers should devote more efforts to human resource training. In-house training programs could be arranged to improve employee courtesy, helpfulness, language skills and check-in/check-out efficiency. Other services such as bellman service, a concierge service or a gourmet restaurant can also help distinguish luxury hotels from mid-priced properties.

Since the quality of service is one of the important attributes in choosing a hotel to stay, to achieve the standardized quality, there should be a guideline for the staffs to follow. Many researches have focused on the service quality (Baker, Grewal,

and Parasuraman 1994; Gotlieb, Grewal, and Brown 1997; Parasuraman, Zeithaml, and Berry 1998; Dodds, Monrue and Grewal 1991; Grewal, Monroe and Krishman 1998; Voss, Parasuraman, and Grewal 1998). The findings from their research gave them an in-depth data which supports the notion that the service quality would increase perceived value, and this value would generate customer loyalty. This is called "The quality-value-loyalty chain", this chain is also consistent with Heskett, Sasser, and Schlesinger (1997) study about service-profit chain and Reichheld (1996) study on customer loyalty. The better service quality can reduce the customers non-monetary cost such as time and effort, it is essential for excellent performance (Berry 1999). Furthermore, it is more difficult for competitors to compete in service quality than product quality and price. As a result, the hotel that acquires the great quality of service will gain a competitive advantage in the market. The earlier study (Gronroos 1982; Lehtinen 1982; Lewis and Booms 1983; Sasser, Olsen, and Wyckoff 1978) has suggested that customers assess service quality by comparing what they feel toward the products and services offered by the suppliers.

Moreover, Parasuraman et al. (1988) was introduced and developed for measuring service quality which is mostly popular in the past. He revealed that the criteria used by customers in measuring service quality fit ten dimensions. These dimensions were tangible reliability, responsiveness, communication, access, competence, courtesy, creditability, security and understanding the customer. These ten dimensions and their descriptions served as the basic structure of the service quality for which items were derived from SERVQUAL scale. Therefore, these ten dimensions were developed into five dimensions which are tangible, reliability, responsiveness, assurance and empathy to measure service quality. And these service quality dimensions presenting as follows;

Tangible: KrishnaNaik et al. (2010) stated that tangible was the service dimension that focused on the elements that represent the service physically. And tangibles include physical evidence, appearance of physical facilities, personal and communication materials.

Reliability: Bloemer et al. (1999) identified that reliability was defined as the ability to deliver the promised service dependably and accurately. It was about keeping promises such as promised delivery, pricing, complaint handling and etc.

Responsiveness: Abulhalifeh and Ahmad (2004) stated that responsiveness could be described as the willingness to help the customers, the ability to solve customer's complaint, request and questions promptly and in a timely manner.

Assurance: Mei et al. (1999) stated that assurance referred to knowledge and courtesy of employees and their ability to inspire trust and confidence. Assurance can included competence, courtesy credibility and security.

Empathy: Parasuraman et al. (1985) identified that empathy referred to provision of caring individualized attention that firm provided to its customers. Empathy could be including access, communication and understanding the customer.

Guest

| Recommendations from friends and relative | Needs & Wants | Past experience |

Expected hospitality service

Gap 5

Perceived hospitality service

Marketer

Service delivery (actual hospitality service)

External communication to guests

Gap 3

Gap 4

Gap 1

Translation of perceptions into service performance standard

Gap 2

Management perceptions of guest expectations
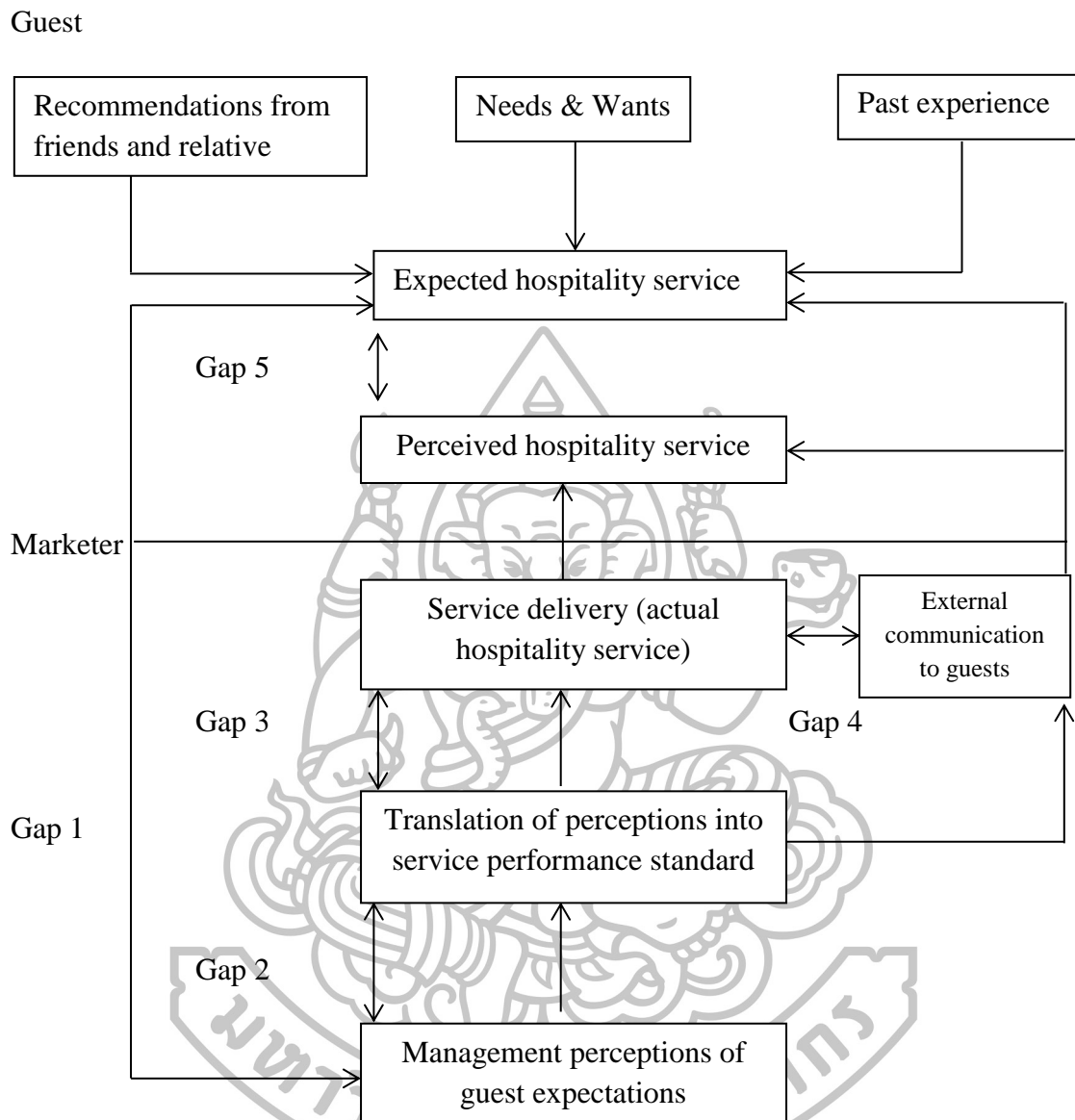
Figure 3: Hospitality service quality gap

Source: Zeithaml et al. (1988)

The model conceptualizes service quality as a gap between customer's expectations (E) and the perception of the service providers' performance (P). According to Parasuraman et al. (1985), service quality should be measured by subtracting customer's perception scores from customer expectation scores (Quality = P ± E). The greater the positive score represents the greater the positive amount of service quality.

The gap that may exist between the customers' expected and perceived service is not only a measure of the quality of the service, but is also a determinant of customer satisfaction/dissatisfaction. Measuring the gap between expected and perceived service is a routine method of utilizing customer feedback. Zeithaml et al. (1988) suggested a model that details the gaps between customer expectations and the

actual service delivered. (see Figure 1). Vavra (1997), identified a fifth gap namely the difference between the customers desired service and their expected service.

Since SERVQUAL has been used in hundreds of studies including numerous studies in the hospitality and tourism industries (Fick and Ritchie, 1991; Saleh and Ryan, 1991; Luk et al. 1993). SERVQUAL was also used by Knutson et al. (1991) to create a lodging specific instrument called LODGSERV which is a 26 item index designed to measure consumer expectations for service quality in the hotel experience. LODGSERV, however, is not as popular among hospitality and tourism researchers as SERVQUAL and was used only in a limited number of studies (Patton et al. 1994; Ekinci et al. 1998).

2.7 Location

There are some hospitality researchers which have examined the role of location as a determinant attribute of customer choice. McLeay and Weaver (2000) stated that location was an important attribute in a consumer's decision set. Lewis and Nightingale (1997) went further in finding, when a number of hotels were situated very close together, location became less important in determining choice between them. Wind et al. (2001) stated that many hotels had concentrated on a distance from shops, sightseeing attractions and highways as a part of hotel point of sales. Moreover, Arbel and Pizam (2002) were concerned with distance from particular locations such as a city center, beach, airport and a famous tourist attraction. In order to assess the perception of location benefits to be an important, a good location, clearly increases the value of the lodging product that most strongly influences the purchasing decision of the consumer.

Regarding to Maslow (1970), suggested that customer would need convenient location which provided in the hospitality field. Location is evaluated as the first thing that travelers require from a midscale hotel. The results for the midscale segment show that customers of midscale hotels and luxury hotel customers are willing to pay more for convenient location. It should be treated as a variable within a strategic program for a hotel business. As (Lewis 1989; Mcckeary et al.1993; Taninecz 1990) supported that a factor that business travelers look for when choosing a hotel is convenient location in the first place because of the convenience for their business contact. The results confirm the common belief that one key source of competitive advantage in the hotel industry is a convenient location. Indeed, the evidence from customers noted that location was a primary factor that can be affecting room rates of the hotels. For an existing location, hoteliers can focus on other advantages that their hotel businesses have with regard to accessible distances to the attractions or the city center, as well as the advantages of neighborhood characteristics, such as quietness and beautiful landscape. Hoteliers should highlight those advantages and offer detailed travel routes and maps of their hotels when designing advertising and promotion.

2.8 Promotion

Darke and Chung (2005) stated that promotion could be defined as a way of monetary savings and some promotions were non-monetary. One type of non-monetary promotion often used is offering consumers a free product or gift instead of

a price discount. Regarding to Diamond and Johnson (1990) compared price discounts, non-price promotions such as free gifts are likely to be perceived as small gains and maintain product quality perceptions comparing to discounts. Promotion can be categorized from different formats such as discount, coupon, rebate and purchase with free gift that has very highly rate to convince the customers to choose a product.

2.8.1 Loyalty program (Membership)

Many firms have implemented loyalty programs with building relationships and keeping their customer from competitors, alternately referred to as "frequency programs" (Kivetz and Simonson 2002), loyalty programs seek to bond customers to the firm by offering incentives that reward them for their continued retention. Through enrolment, customers receive benefits such as frequent flyer miles, customer loyalty bonuses, free gifts and personalized coupons (Peterson 1995). The widespread appealing to the programs that spanning a broad array of service industries including credit card issuers, restaurants, hotels, rental car companies and entertainment firms.

These programs produce short-term revenue from customers while producing substantial future obligations to those customers. Rather than demonstrating trust by committing to the customer, the firm asks the customer to trust in return for current revenue and the firm will provide future customer rewards. Loyalty program membership can be assumed that all program members will engage in firm favor behavior (Noble and Phillips 2004; Reinartz and Kumar 2002). Within any loyalty program, there are likely to be groups of customers that differ with respect to the attitudes they hold and the behaviors they exhibit. Just as firms differ in their loyalty program goals and practices, customers are also likely to differ in their motives for joining and continuing their memberships. There are likely to have several categories of attitudes and behavior within any single loyalty program. Some researchers have investigated the potential for segmentation within loyalty programs, the drivers of potential differences among segments or the appropriate managerial response to loyalty segment differences.

2.8.2 Price Discount

Diamond and Abhijit (1990) found that a price discount was more likely to be chosen even when the discount was less than the retail value of the free product. As discussed earlier, if consumers who are planning to buy a product are more focused on the monetary sacrifice, they would prefer a price discount over a free gift promotion. However, consumers who are not planning to buy may be more attracted by a small gain associated with the free gift.

2.8.3 Free gift

A free gift promotion is a way to create a value of the promotion may be same as a discount. Nevertheless, it does not reduce the sacrifice with the product purchase and therefore it could be perceived as a gain. If consumers with and without pre-purchase goals respond differently to gains and losses in price promotion perceptions,

they may react differently to monetary and non-monetary price promotions supported by Diamond and Abhijit (1990).

2.9 Brand preference

Regarding Thiele and Mackay (2001), service providers have long understood the importance of a brand preference in a consumer's willingness to buy that service again from the same supplier with ultimate success of the brand. The degree to which consumers prefer specific brands related to competing alternatives is an important component of customers' brand loyalty. Additionally, Keiningham et al. (2005) argued that brand preference has been shown to interact with customer satisfaction, and to impact customer behavior loyalty. In marketing literature, the attitude of customer loyalty is often described as preference for the brand (Bennett and Thiele 2002). Therefore, brand preference may in fact be regarded as a higher order construct in the sense that "preference" would likely be an outcome based upon customers' expectations or experience.

2.10 Switching cost

Switching cost can be defined as the costs that customer facing, both monetary and non-monetary, when changing from one supplier to the other (Heide and Weiss 1995). However, multiple conceptualizations exist for switching cost and this is reflected on the customer behavior when changing a new service provider. Guiltinan (1989) argued that these included direct financial costs, time and including general dimensions like psychological, physical, economic, continuity costs, learning costs, and sunk costs. Regarding the time it takes to set up a new deal and spend the time on the administration of changing suppliers, this time can be converted into a financial cost by looking at the staff costs incurred by a company while switching. Some switching costs are harder to quantify as they are more emotion-based. Switching cost play an important role in economics by helping it undermine one of the most basic principles of a market economy and for instance. When two suppliers offer same goods or services, customers will always choose the cheaper option. However, it is significant as a company to have higher costs than a rival without necessarily losing business but the most obvious in switching costs is financial. On the other hand, Ping (1993) stated that switching cost was defined as a part of significant barrier to move to other service providers when customers were dissatisfied with a services provider. In theory the switching cost, it could even be built into a company's pricing decision, meaning the company can keep prices at a fixed level above their rivals and knowing that they will still retain the customer.

According to (Dwyer et al. 1987; Heide & Weiss 1995), customers are motivated to stay in existing relationships on the types of switching costs. In the term of "switching costs" is used in the proposed model to indicate: uncertainty costs; pre-switching costs; set-up costs; post-switching costs.

Uncertainty costs (Guiltinan 1989) is the associated cost with the psychological uncertainty that accompanies the performance of an untested service provider). They are especially significant in service industries, given the intangible of services (Mitchell 1999).

Pre-switching costs (Jones et al. 2002) are entailed in the time and effort that require customers to search for information about the available option and evaluating their viability prior to switching.

Set-up costs (Guiltinan 1989) are the time and effort associated with the process of starting a relationship with a new provider, or setting up a new service for initial use.

Post-switching (Jones et al. 2002), is when customers play an integral role in service routines and procedures, it refers to time and effort that require customers to adapt to the new procedures and routines of an alternative provider.

Therefore, switching cost can be a part of customer decision when they are looking for a hotel. When switching cost to other hotel is high, the possibility to switch is low. While, switching cost to other hotel is low, the possibility to switch is high.

2.11 Development of hypothesis and conceptual framework

Regarding literature review, it found that customer satisfaction can increase customer retention. Between first time customer and repeat customer, they have the possibility to choose a hotel from all of factors. Therefore, the hypothesis is:

H1: There are different on opinions when choosing a hotel between first time customer and repeat customer

However, there are 2 directions that can affect customer satisfaction and customer retention. A group of these factors affect directly to customer retention which are customer satisfaction, credibility, facility, promotion, location and switching costs. Therefore, the group of this hypothesis is:

H2: The higher the level of credibility, the higher the level of customer retention

H3: The higher the level of facilities, the higher the level of customer retention

H4: The better hotel location has correlation with customer retention

H5: The greater the level of promotion, the greater the level of customer retention

H6: The higher the level of perceived switching cost, the higher the level of customer retention

And another group of these factors affect customer satisfaction before and then affect customer retention which are brand preference, service quality, safety & security and cleanliness. Therefore, the group of this hypothesis is:

H7: The higher the level of brand preference has a correlation with customer satisfaction

H8: The higher the perceptions of service quality, the higher the level of customer satisfaction

H9: The higher the level of perceived safety & security, the higher the level of customer satisfaction

H10: The higher the level of perceived cleanliness room, public area and restaurant, the higher the level of customer satisfaction

H11: The higher the level of satisfaction, the higher the level of customer retention

From hypotheses, the conceptual framework of this research presenting as follows:
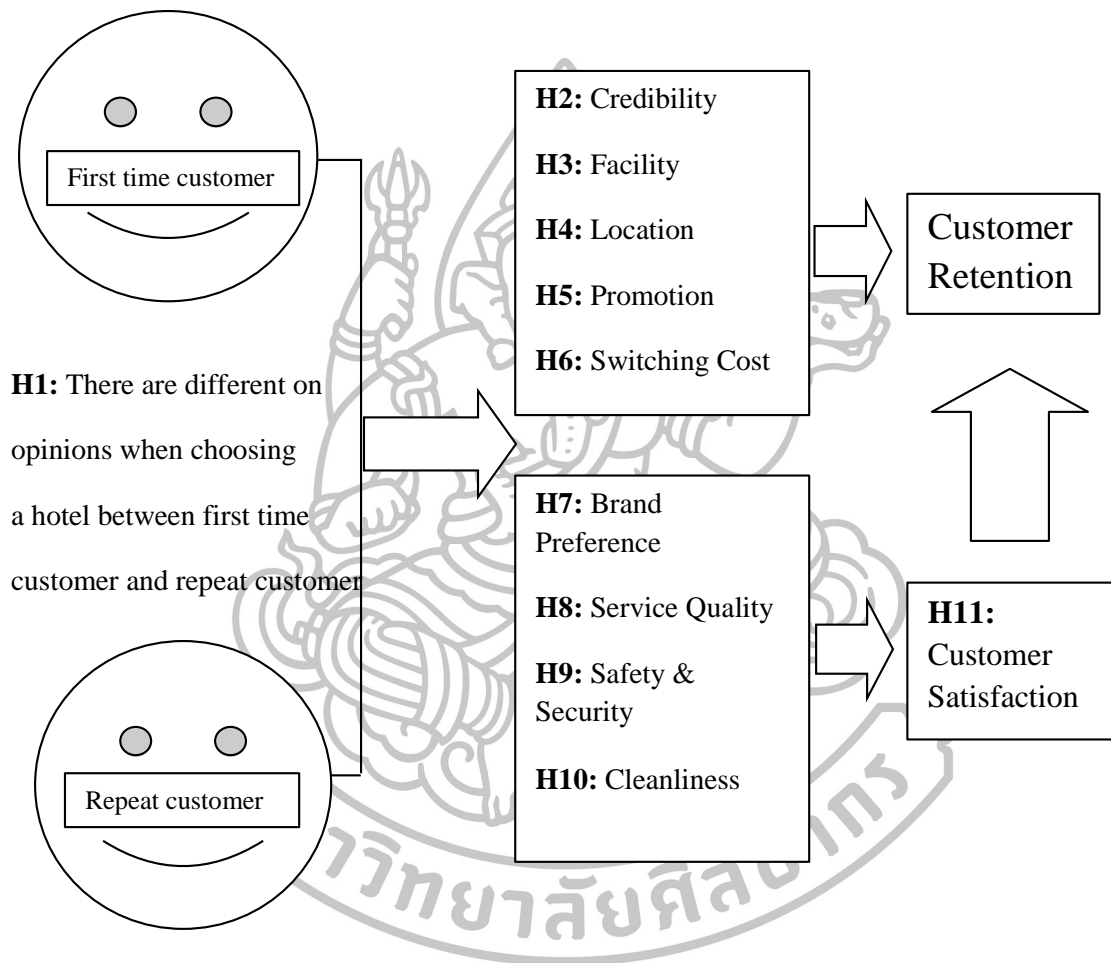
Figure 4: The research conceptual framework

Chapter 3

Research Methodology

This chapter will explain and elaborate in details step by step the process of this research; justification of quantitative methods, structure of questionnaire, characteristics of population and samples, distribution methods, methods of data analysis, and the reasons of why this research was conducted by different analyses in each part.

3.1 Research Design

This research intended to get the important factors from many literature reviews written by previous authors that may affect to the customer satisfaction when they are choosing a hotel to stay. To understand the customers' need, the researcher used quantitative through a questionnaire by spreading it in area of the hotels in Nakhon Pathom, Bangkok and HuaHin. The literature reviews found that there are 10 factors that may affect first time customers and repeat customers and we should to get the result and create hypothesis.

3.2 Methodology

Research methodology used in this study was a quantitative research through a questionnaire in order to examine the relationships among the variables of the study and test the hypotheses. To get the best result, there are Thai questionnaires for Thai customers and English questionnaires for foreign customers. The objective of quantitative research is to understand customers' needs, develop hotel operation, created mathematical models and hypotheses. The process of measurement is to create the questions based on all factors and analyze the answers with SPSS statistic.

Bryman (2008) and Aliaga & Gunderson (2000), states that quantitative research is 'Explaining phenomena by collecting numerical data that are analyzed by using mathematics-based methods (in particular statistics). Quantitative research including surveys and customer satisfaction questionnaires can help small firms to improve their products and services by enabling them to make informed decisions. On the other hand, quantitative research is about asking people for their opinions in a structured way so hard facts and statistics can be produced in order to guide service provider. To get reliable statistical results, it is important to survey people in fairly large numbers and to make sure they are a representative sample of a target market.

3.3 Hotels in Nakhon Pathom, Bangkok and Hua Hin

Regarding 3 hotels that the research distributed questionnaires, there are different kinds of customer who came to visit. To understand among groups of customers, this is the background of hotels with some information. Due to confidential agreement with the hotels, only hotel in Nakhon Pathom could refer the name but hotels in Hua Hin and Bangkok could not refer.

Mida Dhavaravati Grande Hotel Nakhon Pathom is very new 5 stars business hotel in Nakhon Pathom, which is opened in January 2015. It is located on Phetkasem road. There are 195 room accommodations with 13 high technologies of meeting rooms. The mainly customers are government & corporate customers which require perfect meeting 1-3 days.

A 4 stars service apartment belong to Marriot group is located in Bangkok's Sukhumvit district, this hotel convenient access to famous shopping malls, restaurants, embassies, BTS Skytrain stations and Lumpini Park. They have one, two and three-bedrooms serviced ranging from 54 to 186 square meters. Amenities

include fully equipped kitchens, grocery delivery service, a dedicated office area, a large LCD TV, and high-speed internet access. And also offer a wealth of refreshing and revitalizing hotel amenities for your Sukhumvit stay, like a 24-hour health club, rooftop salt-water swimming pool, spa, and a kids' area. The mainly customers are long stayed & repeat customers who have business and leisure trip.

A 3 stars hotel in Hua Hin is located in Hua Hin downtown just a few walk from Phetkasem Road. It provided approximately 43 rooms accommodation with 28 sqm. size of rooms. There is a small swimming pool to service from 6.00AM to 6.00PM. The price per night is range from 1,000-1,500 THB. The mainly group of customers are foreigner customers who have limitation of money.

3.4 Population and Sample Size

3.4.1 Population

The population consists of both Thai and foreign customers are staying in 5-3 stars hotels in Bangkok, HuaHin, and Nakhon Pathom while using the quantitative research with 100 questions during their stay in the hotels. The common way to spread the questionnaires was to give it on hand during their leisure time at the lobby.

In 2014 Thailand received a total of 24.7 million international visitors (Bangkok Post, 2015), that represented 66.95% of the total travelers of the hotels within the country (Bank of Thailand, 2014). Assuming that the rest of 33.05% were national travelers, the total number of travelers in Thailand in 2014 was 36.89 million for national and international travelers.

3.4.2 Sample size

Shapiro (2008) and Fowler (1993) state that sample size of a survey mostly refers to the number of units that are chosen from which data are received from the respondents. However, sample size can be defined in various ways. It is the number of sample units selected for contact or data collection. There is also the final sample size, which is the number of completed interviews or units for which data are actually

collected. The final sample size may be smaller than the designated sample size if there is considerable nonresponse. Not all the units in the designated sample need to be processed if productivity in completing interviews is much higher than anticipation in achieving the final sample size. However, a large sample cannot guarantee precision, so it is uncertain to say that sample size increases, sampling error decreases. Therefore, an important component of any decision about sample size should be how much sampling error so the larger of sample will need to be.

In order to estimate a suitable sample size mentioned by Saunders, Lewis and Thornhill (2012), for the population size (36.89 million including both Thai and foreign travelers) with 95 percent in confidence level, the sample size should be at least 384 respondents.

The sample size of questionnaire was conducted with 400 respondents with 100 questions. The data was collected in 5-3 star hotels in Nakhon Pathom, Bangkok and Hua Hin. All of respondents were Thai and foreign customers who came to stay in the hotels. It was given by staffs during the customers check in at reception counter and they returned when they check out.

3.4.3 Pilot Study

A pilot study is always conducted before administering a self-completion questionnaires or structured interview schedule to the sample. The desirability of piloting such instruments does not solely cope with trying to ensure that survey questions operating well (Bryman 2008).

A pilot test provides information about how long the data collection can be expected to take and a preview of how difficult the items will be to complete (Quinones et al. 1998). The pilot test was conducted to assess the questionnaire's logical consistencies, ease of understanding, sequence of items, contextual relevance and to enable it to be refined.

To eliminate potential problems in the study, a pilot test and pre-test of the questionnaire were conducted from 50 respondents with 100 questions. To get the right answers, there are Thai questionnaires for Thai customers and English questionnaires for foreign customers. The data was collected in Mida Dhavaravati Grand Hotel Nakhon Pathom where researcher worked as a front office supervisor. All of respondents were Thai customers who came to stay in the hotel. They were given out randomly at the front office during the check-in or during their lunch break after the conference's session.

3.5 Structure of Questionnaire

There are basically two parts in this questionnaire. The first part refers to demographic of the respondents and the second part refers to factors in determining a hotel to stay, the satisfaction level, and possibility of returning in the future. The majority of the questions measuring the independent variables were nominal in nature, and required 5 levels of theirs satisfaction. These questions investigated the opinion of customer when choosing a hotel and retention.

- Demographic: There are 14 questions in part I of questionnaires. The first 6 questions of questionnaires were general demographic of each respondent that included about theirs gender, age, marital status, education levels, occupation status and annual income. And from questions 7 – 14 of questionnaires focus on their staying in the hotel and a possibility of each respondent anticipate when they reserve a hotel to stay. The questions in this part included purpose of stay, type of travel companion, room rate per night, the accessibility of hotel's information, the process of making a reservation, the amount of nights spent, nationality and the frequency of staying in the hotels mentioned in the questionnaires.

- Opinion: To analyze the comparison between first time customer and repeat customer when choosing a hotel, it was found that there are 10 important factors that may affect the reasons to choose a hotel so the questions of part II of the questionnaires were specific indeed details of each factor. The 10 factors were cleanliness, credibility, safety & security, facilities, service quality, location, promotion, brand preference, switching cost and customer satisfaction. Regarding literature review, it was found that hotel business should be aware all of the factors because they directly affected the first time customer and repeat customer to choose a hotel. From all questions of each factor, there are 4-9 questions indeed details within 1-5 levels of customer satisfaction, while each of them represent different level as followed **"5 meaning Absolutely Agree"**, **"4 meaning Agree"**, **"3 meaning Moderate"**, **"2 meaning Disagree"** and **"1 meaning Absolutely Disagree"** respectively.

- For the pilot study, it was tested with 50 respondents, with approximately 100 questions. The data was collected in Mida Dhavaravati Grand Hotel Nakhon Pathom where researcher worked as a guest service supervisor. All of respondents were Thai customers (31 females & 19 males) who came to visit the hotel. They were given out randomly at the front office during the check-in or during their lunch break after the conference's session. To test the result, it was analyzed by using reliability test and factor analysis to check the reliability of the questionnaire. The reliability results of each factors ranges from 0.824-0.920. There was no item deleted. Hence, this set of questionnaire will be used for final stage.

3.6 Data Analysis

After collecting the data, SPSS statistic was used to analyze. The first part of demographic was analyzed by using descriptive statistics about their demographic such as age, gender, marital status, education level, occupation, income, purpose of stay, room rate, their company, the amount of nights spent for a trip, source of hotel information, method of reservation and their nationality. The second part refers to the customers' feeling towards the hotels they are staying or considering to stay, by

testing reliability (Factor analysis & Cronbach's alpha) and hypothesis testing (Correlation & ANOVA).

3.6.1 Descriptive Statistics

Bryman (2008) stated that Descriptive statistics is the analysis describing the main features of a collection of information or the quantitative description itself. Descriptive statistics are distinguished from inferential statistics (or inductive statistics), in that descriptive statistics aim to summarize a sample, rather than using the data to learn about the population that the sample of data is thought to represent. This generally means that descriptive statistics, unlike inferential statistics, are not developed on the basis of probability theory. There typically appears a table giving the overall sample size, sample sizes in important subgroups and demographic or clinical characteristics such as the average age, the proportion of subjects of each sex, and the proportion of subjects with relation. Some measures that are commonly used to describe a data set are measures of central tendency and measures of variability or dispersion. Measures of central tendency include the mean, median and mode, while measures of variability include the standard deviation, the minimum and maximum values of the variables

3.6.2 Reliability (Cronbach's Alpha) and Factor Analysis (Varimax)

Reliability refers to the consistency of a concept. The following are three prominent factors involved when considering whether a measure is reliable, stated by Bryman (2008) and Aliaga & Gunderson (2000).

- **Stability:** This consideration entails asking whether a measure is stable over time, so that it can be confident that the results relating to that measure for a sample of respondents do not fluctuate. This means that if a measure is given to a group and then it has a little variation over time, the results were obtained.
- **Internal Reliability:** The key issue is whether the indicators that make up the scale or index are consistent, in other words, whether respondents' scores on any indicator tend to be related to their scores on the other indicators.
- **Inter-Observer Consistency:** When a great deal of objective judgment is involved in activities such as the recording of observations, the translation of data into categories and the area where more than one observer is involved in such activities, there is the possibility that there is a lack of consistency in their decision.

Cronbach's alpha is a commonly-used test of internal reliability. It essentially calculates the advantage of all possible split-half reliability coefficients. The computed alpha coefficients will vary between 1 (denoting perfect internal reliability) and 0 (denoting internal reliability). The figure 0.80 is typically employed as a rule of thumb to denote an acceptable level of internal reliability, though many writers work with a slightly lower figure. In the case of commitment to work scale devised by Westergaard et al. (1993), alpha was 0.70, which known as "a satisfaction level". In the case of Kelley and De Graff's (1997), measure of religious orthodoxy, which

comprised four indicators, alpha was 0.93. The alpha levels varied between 0.79 and 0.95 for each of fifteen national samples that make up the data. Berthoud (2000b:169) writes that a minimum level of 0.60 is "good" and cites the case of index of ill-health used in the BHPS that achieved a level of 0.77.

Cronbach'sAlpha Score	Rate
0.7 and above	Good
0.6	Improving question
0.5	Deleting question

Factor analysis is employed in a relation with multiple-indicator measures to determine whether group of indicators tend to bunch together to form distinct clusters, referred to as factors. Its main goal is to reduce the number of variables which the researcher needs to deal with. It is used in a relation with multiple-item measures, like Likert scale. However, it uses to understand the structure of a set of variables, to construct a questionnaire, to measure an underlying variable, and to reduce a data set to a more manageable size while retaining as much of the original information as possible (Field 1997). Researchers sometimes use factor analysis to establish whether the dimensions of a measure that they expect to exist can be confirmed. The clusters of items that are revealed by a factor analysis need to be given names. It is a complex technique but it has considerable significance for the development of measures in many social science fields (Bryman 2008).

3.6.3 Hypothesis Testing (Correlation and ANOVA)

Correlation analysis measures the relationship between two items. The resulting value (called the "correlation coefficient") shows if changes in one item, then the result will change in the other item. When comparing the correlation between two items, one item is called the "dependent" item and the other is called "independent" item. The correlation coefficient can range between ±1.0 (plus or minus one). A coefficient of +1.0 is "perfect positive correlation," meaning that changes in the independent item, the result will be changed in the dependent item. A coefficient of -1.0 is "perfect negative correlation," meaning that changes in the independent item, the result will be changed in the dependent item, and the change will be in the opposite direction. A coefficient of zero means "there is no relationship between the two items" and the change in the independent item will have no effect in the dependent item. A low correlation coefficient (less than ±0.10) suggests that the relationship between two items is weak or non-existent. A high correlation coefficient (closer to plus or minus one) indicates that the dependent variable will usually change when the independent variable changes. The direction of the dependent variable's

change depends on the sign of the coefficient. If the coefficient is a positive number, then the dependent variable will move in the same direction of the independent variable; if the coefficient is negative, then the dependent variable will move in the opposite direction of the independent variable, stated by (Bryman 2008; Field 1997).

Analysis of variance (ANOVA) is a collection of statistical models. It is used to analyze the differences among groups means and their associated procedures (such as "variation" among and between groups), developed by statistician and evolutionary biologist Ronald Fisher. In the ANOVA setting, the observed variance in a particular variable is partitioned into components attributable to different sources of variation. ANOVA provides a statistical test of whether or not the means of several groups are equal, and therefore generalizes the t-test more than two groups. As doing multiple two-sample t-tests would result in an increased chance of committing a statistical type I error, ANOVAs are useful for comparing (testing) three or more means (groups or variables) for statistical significance stated by (Bryman 2008; Field 1997).

Chapter 4

Data Analysis

This chapter will show the statistical results from the set of questionnaire in order to test the hypotheses. The statistics analyses used in this research were Descriptive analysis, Reliability test, Factor analysis, Correlation and ANOVA. Results from each techniques will be presented. Finally, result of each hypothesis would be presented.

4.1 Introduction

Data analysis used in this study was a quantitative research through a questionnaire in order to examine the relationships among the variables of the study and SPSS to test the hypotheses.

The first part of demographic was analyzed by using descriptive analysis about theirs demographic such as age, gender, marital status, education level, occupation and income. The part of demographic was analyzed on items such as purpose of stay, room rate, their company, number of nights they stay for this trip, source of hotel information, method of reservation and their nationality.

The second part was analyzed by using reliability test and factor analysis to check the reliability of the questionnaire. The reliability results of each factors ranges from 0.824-0.920. There was no item deleted. Hence, this set of questionnaire will be used for final stage. The hypotheses were answered through correlation index with significant level among factors and ANOVA analysis to compare between first time customers and repeat customers.

4.2 Descriptive Statistic (Characteristics of sample)

Bryman (2008) stated that Descriptive statistics is the analysis describing the main features of a collection of information or the quantitative description itself. Descriptive statistics are distinguished from inferential statistics (or inductive statistics), in that descriptive statistics aim to summarize a sample, rather than use the data to learn about the population that the sample of data is thought to represent.

4.2.1 Characteristics of gender

Table 2: Characteristics of gender

Gender	Frequency	Percent
Male	205	51.3
Female	195	48.8
Total	400	100.0

The Table 2 shows the result of "gender". It shows that from 400 respondents; male with 205 respondents, that is 51.3% and female were 48.8% of the total respondents.

4.2.2 Characteristics of age

Table 3: Characteristics of age

Age	Frequency	Percent
lower 30	184	46.0
31-40	124	31.0
41-50	47	11.8
51-60	27	6.8
more 60	18	4.5
Total	400	100.0

The Table 3 shows the result of "characteristics of age". It shows that from 400 respondents; the group of age lower 30 years old was the most common with 184 respondents, that is 46% of the total respondents, 31% of the respondents were between 31-40 years old, 11.8% were between 41-50 years old, 6.8% were between 51-60 years old and only 4.5% were the group of age higher more than 60 years old respectively.

4.2.3 Characteristics of marital status

Table 4: Characteristics of marital status

Marital status	Frequency	Percent
Single	236	59.0
Married	123	30.8
Divorced	18	4.5
living with partner	12	3.0
Widowed	11	2.8
Total	400	100.0

The Table 4 shows the result of "characteristics of marital status". It shows that from 400 respondents; single was the most common with 236 respondents, that is 59% of the total respondents, 30.8% were married, 4.5% were divorced, 3% were living with partner and only 2.8% were the group of widowed status respectively.

4.2.4 Characteristics of education levels

Table 5: Characteristics of education levels

Education levels	Frequency	Percent
Senior High School	40	10.0
Bachelor Degree	250	62.5
High Vocational	26	6.5
phD.Degree	12	3.0
Master Degree	69	17.3
Others	3	0.7
Total	400	100.0

The Table 5 shows the result of "characteristics of education levels". It shows that from 400 respondents; bachelor degree was the most common with 250 respondents, that is 62.5% of the total respondents, 17.3% were master degree, 10% were senior high school, 6.5% were high vocational degree, 3% were Ph.D. Degree and only 0.7% were other education levels respectively.

4.2.5 Characteristics of occupation

Table 6: Characteristics of occupation

Occupation	Frequency	Percent
Student	99	24.8
Self-employed	79	19.8
Unemployed	19	4.8
Government officer	95	23.8
Retired	14	3.5
Corporate officer	94	23.5
Total	400	100.0

The Table 6 shows the results of "characteristics of occupation". It shows that from 400 respondents; student was the most common with 99 respondents, that is 24.8% of the total respondents, 23.8% were government officer, 23.5% were corporate officer, 19.8% were self-employed, 4.8% were unemployed and only 3.5% were retired respectively.

4.2.6 Characteristics of income

Table 7: Characteristics of income

Annual income	Frequency	Percent
Under 100,000 THB	129	32.3
100,001-200,000 THB	85	21.3
200,001-300,000 THB	79	19.8
300,001-400,000 THB	55	13.8
Over 400,001 THB	52	13.0
Total	400	100.0

      The Table 7 shows the result of "characteristics of income". It shows that from 400 respondents; annual income under 100,000 THB was the most common with 129 respondents, that is 32.3% of the total respondents, 21.3% were 100,001-200,000 THB, 19.8% were 200,001-300,000 THB, 13.8% were 300,001-400,000 THB and only 13% were the group of over 400,001 THB respectively.

4.2.7 Characteristics of visit to the hotel

Table 8: Have you ever been to this hotel ?

Have you even been to this hotel ?	Frequency	Percent
Return	186	46.5
First timer	214	53.5
Total	400	100.0

      The Table 8 shows the result of "characteristics of visit to the hotel". It shows that from 400 respondents; first time customers with 205 respondents, that is 53.5% and repeat customers were 46.5% of the total respondents.

4.2.8 Characteristics of purpose of stay

Table 9: Characteristics of purpose of stay

Purpose of stay	Frequency	Percent
Business	66	16.5
Leisure	207	51.8
Pilgrimage	7	1.8
Visiting friends and relatives	33	8.3
Attending conference	79	19.8
Others	8	2.0
Total	400	100.0

The **Table 9** shows the result of "purpose of stay". It shows that from 400 respondents; leisure was the most common with 207 respondents, that is 51.8% of the total respondents, 19.8% were attended conference, 16.5% were doing business, 8.3% were visited friends or relatives, 2% were not in this table and only 1.8% were the group of pilgrimage customer respectively.

4.2.9 Characteristics of travelling with whom

Table 10: Who is traveling with you

Who is traveling with you	Frequency	Percent
No one	71	17.8
Spouse	64	16.0
Friends	108	27.0
Co-worker	82	20.5
Family or relatives	75	18.8
Total	400	100.0

The **table 10** shows the result of "who is traveling with you". It shows that from 400 respondents; traveled with friends was the most common with 108 respondents, that is 27% of the total respondents, 20.5% were traveled with co-worker, 18.8% were traveled with family or relatives, 17.8% were traveled alone and 16% were traveled with spouse respectively.

4.2.10 Characteristics of room rate

Table 11: Characteristics of room rate per night

Room rate per night	Frequency	Percent
Less than 1,000 THB	100	25.0
1,001-2,000 THB	141	35.3
2,001-3,000 THB	98	24.5
3,001-4,000 THB	42	10.5
Over 4,001 THB	19	4.8
Total	400	100.0

The **Table 11** shows the result of "room rate per night". It shows that from 400 respondents; room rate 1,001-2,000 THB was the most common with 141 respondents, that is 35.3% of the total respondents, 25% were less than 1,000 THB, 24.5% were 2,001-3,000 THB, 10.5% were 3,001-4,000 THB and only 4.8% were over 4,001 THB respectively.

4.2.11 Characteristics of information source

Table 12: Characteristics of information source

Information source	Frequency	Percent
Friends or relatives	123	30.8
Social Media & Internet review	85	21.3
Hotel Website	122	30.5
Travel Agent	23	5.8
Books and guides	16	4.0
Exhibition	17	4.3
Others	14	3.5
Total	400	100.0

The Table 12 shows the result of "information source". It shows that from 400 respondents; friends or relatives was the most common with 123 respondents, that is 30.8% of the total respondents, 30.5% were hotel website, 21.3% were social media & internet review, 5.8% were travel agent, 4.3% were exhibition, 4% were books & guides and only 3.5% were the group of other information source respectively.

4.2.12 Characteristics of reservation

Table 13: Characteristics of reservation

Reservation	Frequency	Percent
By telephone	125	31.3
By e-mail	31	7.8
By hotel website	97	24.3
By travel agent website	32	8.0
By walk-in	33	8.3
By hotel sale officer	25	6.3
By company officer	57	14.3
Total	400	100.0

The Table 13 shows the result of "reservation". It shows that from 400 respondents; reservation by telephone was the most common with 125 respondents, that is 31.3% of the total respondents, 24.3% were reservation by hotel website, 14.3% were reservation by company officer, 8.3% were reservation by walk-in, 8% were reservation by travel agent website, 7.8% were reservation by e-mail and only 6.3% were a group of reservation by hotel sale officer respectively.

4.2.13 Characteristics of number of nights to stay

Table 14: Characteristics of number of nights to stay

Number of nights	Frequency	Percent
1 night	150	37.5
2 or 5 nights	228	57.0
6 or 9 nights	14	3.5
10 or 13 nights	4	1.0
Over 13 nights	4	1.0
Total	400	100.0

The Table 14 shows the result of "number of nights to stay". It shows that from 400 respondents; 2 or 5 nights was the most common with 228 respondents, that is 57% of the total respondents, 37.5% were stayed 1 night, 3.5% were stayed 6 or 9 nights, and there are both groups represented only 1% were stayed 10 or 13 nights and over 13 nights respectively.

4.2.14 Characteristics of nationality

Table 15: Characteristics of nationality

Nationality	Frequency	Percent
Thai	348	87.0
Foreigner	52	13.0
Total	400	100.0

The Table 15 shows the result of "nationality". It shows that from 400 respondents; Thai customer with 348 respondents, that is 87% and foreigner customer were 13% of the total respondents.

4.3 Reliability & Factor Analysis

4.3.1 Reliability Analysis (Cronbach's alpha)

Bryman (2008) stated that Cronbach's alpha is a commonly used to test the internal reliability of the questionnaire. It is essential to calculate the advantage of all possible split-half reliability coefficients. The computed alpha coefficients will vary between 1 (denoting perfect internal reliability) and 0 (denoting internal reliability). The figure 0.80 is typically employed as a rule of thumb to denote an acceptable level of internal reliability, though many writers work with a slightly lower figure. In the case of commitment to work scale devised by Westergaard et al. (19893), alpha was 0.70, which refers to as "a satisfaction level".

For this paper, it will follow the following parameters:

Alpha	Refers to
0.9 and above	Excellent
0.8 to 0.89	Good
0.7 to 0.79	Acceptable
0.6 to 0.69	Change question
Less than 0.59	Delete question

4.3.1.1 Reliability of cleanliness

Table 16: Reliability score of cleanliness

Item	Mean	Reliability score
-The cleanliness of the room is very important for me to choosing a hotel	4.3150	.791
-The public area of the hotel is clean	4.1475	Acceptable
-The restaurant is clean	4.1700	
-The hotel has high standards of housekeeping	4.2300	

The **Table 16** shows that there is reliability score of cleanliness at 0.791. By looking at the table, it shows that mean scores from the table; the cleanliness of the room is very important for me to choosing a hotel (4.3150), the public area of the hotel is clean (4.1475), the restaurant is clean (4.1700) and the hotel has high standards of housekeeping (4.2300) respectively. **Therefore, the set of data is reliable.**

4.3.1.2 Reliability of credibility

Table 17: Reliability score of credibility

Item	Mean	Reliability score
-Online information has an impact on my decision when choosing a hotel to stay	4.1600	.840
-Rating star has an impact on my decision when choosing a hotel to stay	4.0475	Good
-Online review has an impact on my decision when choosing a hotel to stay	4.1500	
-Social media has an impact on my decision when choosing a hotel to stay	4.1125	

Item	Mean	Reliability score
-Trust has an impact on my decision when choosing a hotel to stay	4.1600	

The Table 17 shows that there is reliability score of credibility at 0.840. An item (word of mouth has an impact on my decision when choosing a hotel to stay) has been deleted to increase the reliability score from 0.703 to 0.840. By looking at the table, it shows that mean scores from the table; online information has an impact on my decision when choosing a hotel to stay (4.1600), rating star has an impact on my decision when choosing a hotel to stay (4.0475), online review has an impact on my decision when choosing a hotel to stay (4.1500), social media has an impact on my decision when choosing a hotel to stay (4.1125) and trust has an impact on my decision when choosing a hotel to stay (4.1600) respectively. **Therefore, the set of data is reliable.**

4.3.1.3 Reliability of safety & security

Table 18: Reliability score of safety & security

Item	Mean	Reliability score
-Safety has an impact on my decision when I choosing a hotel	4.2600	.792
-I like the hotel that has 24hrs security service	4.2225	Acceptable
-I like the hotel that has life guard at the swimming pool	4.0450	
-I expect staff of the hotel to help me immediately when an accident occurs	4.1800	
-I like the hotel that has key card(higher safety)	4.2225	

The Table 18 shows that there is reliability score of safety & security at 0.792. By looking at the table, it shows that mean scores from the table; safety has an impact on my decision when I choosing a hotel (4.2600), I like the hotel that has 24hrs security service (4.2225), I like the hotel that has life guard at the swimming pool (4.0450), I expect staff of the hotel to help me immediately when an accident occurs (4.1800) and I like the hotel that has key card (4.2225) respectively. **Therefore, the set of data is reliable.**

4.3.1.4 Reliability of facilities

Table 19: Reliability score of facilities

Item	Mean	Reliability score
-The room has high quality	4.2375	.832
-Size of room is important for me while I am choosing a hotel	4.1525	Good
-I like the hotel that has good conference room	4.0200	
-I like the hotel that has flexible time to service food & beverage	4.0625	
-I like the hotel that has many facilities such as spa, swimming pool, fitness, kids club and tour counter	4.2125	

The **Table 19** shows that there is reliability score of facilities at 0.832. By looking at the table, it shows that mean scores from the table; the room has high quality (4.2375), size of room is important for me while I am choosing a hotel (4.1525), I like the hotel that has good conference room (4.000), I like the hotel that has flexible time to service food & beverage (4.0625) and I like the hotel that has many facilities such as spa, swimming pool, fitness, kids club and tour counter (4.2125) respectively. **Therefore, the set of data is reliable.**

4.3.1.5 Reliability of service quality

Table 20: Reliability score of service quality

Item	Mean	Reliability score
-The hotel staffs have good knowledge of their job	4.1600	.868
-The staffs provide good service	4.1575	Good
-The staffs can keep their promise	4.1325	
-The staffs can solve my problems promptly	4.1350	
-The staffs understand my specific needs	4.1650	
-I like the staffs can respond my expectations and my requirements	4.1475	

The **Table 20** shows that there is reliability score of service quality at 0.868. By looking at the table, it shows that mean scores from the table; the hotel staffs have good knowledge of their job (4.1600), the staffs provide good service (4.1575), the staffs can keep their promise (4.1325), the staffs can solve my problems promptly (4.1350), the staffs understand my specific needs (4.1650) and I like the staffs can respond my expectations and my requirements (4.1475) respectively. **Therefore, the set of data is reliable.**

4.3.1.6 Reliability of location

Table 21: Reliability score of location

Item	Mean	Reliability score
-I choose the hotel that has good location	4.0425	.867
-I choose the hotel that is located near or in the town	4.0425	Good
-I choose the hotel that is located near tourist attraction	4.0725	
-I choose the hotel that is easy to commute	4.1350	

       The Table 21 shows that there is reliability score of location at 0.867. By looking at the table, it shows that mean scores from the table; I choose the hotel that has good location (4.0425), I choose the hotel that is located near or in the town (4.0425), I choose the hotel that is located near tourist attraction (4.0725) and I choose the hotel that is easy to commute (4.1350) respectively. **Therefore, the set of data is reliable.**

4.3.1.7 Reliability of promotion

Table 22: Reliability score of promotion

Item	Mean	Reliability score
-I choose the hotel that has good promotions	3.9375	.861
-I choose the hotel that has saving points service(member card)	3.7275	Good
-I choose the hotel that has member card service by offering incentives, reward, free gift, personalized coupon	3.8225	
-I choose the hotel that has discount price	3.9450	

       The Table 22 shows that there is reliability score of promotion at 0.861. By looking at the table, it shows that mean scores from the table; I choose the hotel that has good promotions (3.9375), I choose the hotel that has saving points service (member card) (3.7275), I choose the hotel that has member card service by offering incentives, reward, free gift, personalized coupon (3.8225) and I choose the hotel that has discount price (3.9450) respectively. **Therefore, the set of data is reliable.**

4.3.1.8 Reliability of brand preference

Table 23: Reliability score of brand preference

Item	Mean	Reliability score
-I believe in the hotel's brand when I choosing a hotel	4.0200	.849
-The hotels meet my requirements better than other hotels	3.9600	Good
-Recommend friends and relatives to choose the hotel	4.0250	
-I expect good service from hotel's brand	4.1000	

The Table 23 shows that there is reliability score of brand preference at 0.849. By looking at the table, it shows that mean scores from the table; I believe in the hotel's brand when I choosing a hotel (4.0200), the hotels meet my requirements better than other hotels (3.9600), recommend friends and relatives to choose the hotel (4.0250) and I expect good service from hotel's brand (4.1000) respectively. **Therefore, the set of data is reliable.**

4.3.1.9 Reliability of switching cost

Table 24: Reliability score of switching cost

Item	Mean	Reliability score
-Changing to another hotel would mean a lot of time and effort from my part	3.9125	.907
-It is costly for me to switch to a new hotel	3.8800	Excellent
-In general, It would be complicated in switching to a new hotel	3.9175	
-I feel inconvenience to switch to another hotel	3.9525	

The Table 24 shows that there is reliability score of switching cost at 0.907. By looking at the table, it shows that mean scores from the table; changing to another hotel would mean a lot of time and effort from my part (3.9125), it is costly for me to switch to a new hotel (3.8800), in general, it would be complicated in switching to a new hotel (3.9175) and I feel inconvenience to switch to another hotel (3.9525) respectively. **Therefore, the set of data is reliable.**

4.3.1.10 Reliability of customer satisfaction

Table 25: Reliability score of customer satisfaction

Item	Mean	Reliability score
-If I am satisfied with the hotel, I will come back in the future	4.1350	.891
-I will return to this hotel because of its good cleanliness	4.1350	Good
-I will return to this hotel because of its good credibility	4.0750	
-I will return to this hotel because of its good safety	4.0375	
-I will return to this hotel because of its good service quality	4.2050	
-I will return to this hotel because of its good facilities	4.1975	
-I will return to this hotel because of its good brand preference	4.0775	
-I will return to this hotel because of its good promotions	4.0800	
-I will return to this hotel because of good and convenience location	4.1750	

The Table 25 shows that there is reliability score of customer retention at 0.891. By looking at the table, it shows that mean scores from the table; if I am satisfied with the hotel, I will come back in the future (4.1350), I will return to this hotel because of its good cleanliness (4.1350), I will return to this hotel because of its good credibility (4.0750), I will return to this hotel because of its good safety (4.0375), I will return to this hotel because of its good service quality (4.2050), I will return to this hotel because of its good facilities (4.9175), I will return to this hotel because of its good brand preference (4.0775), I will return to this hotel because of its good promotions (4.0800) and I will return to this hotel because of good and convenience location (4.1750) respectively. **Therefore, the set of data is reliable.**

4.3.1.11 Reliability of customer retention

Table 26: Reliability score of customer retention

Item	Mean	Reliability score
-I feel good about my decision to choose the hotel	4.0975	.848
-I am pleased with the experience in the hotel	4.0900	Good
-I would positively recommend the hotel to other people	4.1025	
-Overall, I am satisfied with the hotel's services	4.1750	-

The Table 26 shows that there is reliability score of customer satisfaction at 0.848. By looking at the table, it shows that mean scores from the table; I feel good about my decision to choose the hotel (4.0975), I am pleased with the experience in the hotel (4.0900), I would positively recommend the hotel to other people (4.1025) and overall, I am satisfied with the hotel's services (4.1750) respectively. **Therefore, the set of data is reliable.**

4.3.2 Factor Analysis

Factor analysis uses to understand the structure of a set of variables, to construct a questionnaire to measure an underlying variable and to reduce a data set to a more manageable size while retaining as much of the original information as possible stated by (Field, 1997).

4.3.2.1 Cleanliness factor

Table 27: Component of cleanliness factor

Item	Component
	Cleanliness factor
- The cleanliness of the room is very important for me to choosing a hotel	.786
- The public area of the hotel is clean	.802
- The restaurant is clean	.808
- The hotel has high standards of housekeeping	.742

The Table 27 shows that there is a component of high satisfaction due to cleanliness.

4.3.2.2 Credibility factor

Table 28: Component of credibility factor

Item	Component
	Credibility factor
- Online information has an impact on my decision when choosing a hotel to stay	.810
- Rating star has an impact on my decision when choosing a hotel to stay	.781
- Online review has an impact on my decision when choosing a hotel to stay	.797
- Social media has an impact on my decision when choosing a hotel to stay	.754
- Trust has an impact on my decision when choosing a hotel to stay	.765

The Table 28 shows that there is a component of choosing the hotel from credibility.

4.3.2.3 Safety & Security factor

Table 29: Component of safety & security factor

Item	Component
	High Satisfaction due to Safety & Security
- Safety has an impact on my decision when I choosing a hotel	.743
- I like the hotel that has 24hrs security service	.779
- I like the hotel that has life guard at the swimming pool	.727
- I expect staff of the hotel to help me immediately when an accident occurs	.697
- I like the hotel that has key card(higher safety)	.758

The Table 29 shows that there is a component of high satisfaction due to safety & security.

4.3.2.4 Facility factor

Table 30: Component of facility factor

Item	Component
	High Satisfaction due to Facilities
- The room has high quality	.730
- Size of room is important for me while I am choosing a hotel	.820
- I like the hotel that has good conference room	.759
- I like the hotel that has flexible time to service food & beverage	.778
- I like the hotel that has many facilities such as spa, swimming pool, fitness, kids club and tour counter	.783

The Table 30 shows that there is a component of high satisfaction due to facilities.

4.3.2.5 Service quality factor

Table 31: Component of service quality factor

Item	Component
	High Satisfaction due to Service Quality
- The hotel staffs have good knowledge of their job	.760
- The staffs provide good service	.745
- The staffs can keep their promise	.780
- The staffs can solve my problems promptly	.793
- The staffs understand my specific needs	.802
- I like the staffs can respond my expectations and my requirements	.781

The Table 31 shows that there is a component of high satisfaction due to service quality.

4.3.2.6 Location factor

Table 32: Component of location factor

Item	Component
	Choosing the hotel due to location
- I choose the hotel that has good location	.848
- I choose the hotel that is located near or in the town	.848
- I choose the hotel that is located near tourist attraction	.862
- I choose the hotel that is easy to commute	.824

The Table 32 shows that there is a component of choosing a hotel due to location.

4.3.2.7 Promotion factor

Table 33: Component of promotion factor

Item	Component
	Choosing the hotel due to promotions
- I choose the hotel that has good promotions	.830
- I choose the hotel that has saving points service(member card)	.846
- I choose the hotel that has member card service by offering incentives, reward, free gift and personalized coupon	.867
- I choose the hotel that has discount price	.817

The Table 33 shows that there is a component of choosing a hotel due to promotions.

4.3.2.8 Brand preference factor

Table 34: Component of brand preference factor

Item	Component
	Brand preference factor
- I believe in the hotel's brand when I choosing a hotel	.816
- The hotels meet my requirements better than other hotels	.844
- Recommend friends and relatives to choose the hotel	.849
- I expect good service from hotel's brand	.809

The Table 34 shows that there is a component of choosing the hotel due to brand preference.

4.3.2.9 Switching cost

Table 35: Component of switching cost factor

Item	Component
	Switching cost factor
- Changing to another hotel would mean a lot of time and effort from my part	.878
- It is costly for me to switch to a new hotel	.892
- In general, It would be complicated in switching to a new hotel	.895
- I feel inconvenience to switch to another hotel	.874

The **Table 35** shows that there is a component of inconvenience when changing to another hotel.

4.3.8.10 Customer retention factor

Table 36: Component of customer retention factor

Item	Component
	Retention factor
- If I am satisfied with the hotel, I will come back in the future	.698
- I will return to this hotel because of its good cleanliness	.747
- I will return to this hotel because of its good credibility	.751
- I will return to this hotel because of its good safety	.715
- I will return to this hotel because of its good service quality	.742
- I will return to this hotel because of its good facilities	.722
- I will return to this hotel because of its good brand preference	.761
- I will return to this hotel because of its good promotions	.686
- I will return to this hotel because of good and convenience location	.762

The **Table 36** shows that there is only one component representing customer retention from 9 items. It will be called as retention factor.

4.3.8.11 Customer satisfaction factor

Table 37: Component of customer satisfaction factor

Item	Component
	High Satisfaction due to their feeling
- I feel good about my decision to choose the hotel	.818
- I am pleased with the experience in the hotel	.828
- I would positively recommend the hotel to other people	.850
- Overall, I am satisfied with the hotel's services	.824

The **Table 37** shows that there is a component of high satisfaction due to their feeling.

4.4 Hypothesis Testing (Correlation & ANOVA)

4.4.1 Correlation

Bryman (2008) and Field (1997) stated that Correlation analysis measures the relationship between two items. The resulting value (called the "correlation coefficient") shows if changes in one item then the result will changes in the other item. A high correlation coefficient (closer to plus or minus one) indicates that the dependent variable will usually change when the independent variable changes. The direction of the dependent variable's change depends on the sign of the coefficient. If the coefficient is a positive number, then the dependent variable will move in the same direction as the independent variable; if the coefficient is negative, then the dependent variable will move in the opposite direction of the independent variable.

4.4.1.1 H2: The higher the level of credibility, the higher the level of customer retention

Table 38: Correlations index between level of credibility and customer retention

Factor	Credibility	Sig. level
Customer Retention	.534	.000

The Table 38 shows that there is a positive correlation between level of credibility and customer retention at 0.534 with significant level of 0.000., if the level of credibility increases by 1; the customer retention will increase by 0.534 when they are choosing the hotel from online information, rating star, online review, social media and trust. **Therefore, hypothesis is supported.** The data showed that if the hotel has good credibility, he/she might have high possibility to return to the hotel. Therefore, the hotel should have good image of credibility from online social media to gain the customer trust of the hotel.

4.4.1.2 H3: The higher the level of facilities, the higher the level of customer retention

Table 39: Correlations index between level of facilities and customer retention

Factor	Facility index	Sig. Level
Customer Retention	.561	0.000

The Table 39 shows that there is a positive correlation between level of facilities and customer retention at 0.561 with significant level of 0.000, if the level of facilities increase by 1; the customer retention will increase by 0.561 when the hotel has high quality of room, big size of the room, good conference room, flexible time to service and many facilities to service them. **Therefore, hypothesis is supported.** The data showed that if the hotel has many facilities in the hotel, he/she might have high possibility to return to the hotel. Therefore, the hotel should equip with full facilities

that are necessary to provide a good service to customers such as good conference room or good quality with spacious room.

4.4.1.3 H4: The better hotel location has correlation with customer retention

Table 40: Correlations index between the better hotel location and customer retention

Factor	Hotel Location index	Sig. Level
Customer Retention	.586	0.000

The Table 40 shows that there is a positive correlation between hotel location and customer retention at 0.586 with significant level of 0.000, if the hotel location increases by 1; the customer retention will increase by 0.586 when the hotel has good location, the hotel located near the town, the hotel located near tourist attraction and the hotel is easy to commute. **Therefore, hypothesis is supported.** The data showed that if the hotel has better location, he/she might have high possibility to return to the hotel. Therefore, the hotel should locate near the town or tourist attraction and easy to commute.

4.4.1.4 H5: The greater the level of promotion, the greater the level of customer retention

Table 41: Correlations index between the greater the level of promotion and customer retention

Factor	Promotion index	Sig. Level
Customer Retention	.576	0.000

The Table 41 shows that there is a positive correlation between level of promotion and customer retention at 0.576 with significant level of 0.000, if the level of promotion increases by 1; the customer retention will increase by 0.576 when the hotel has good promotion, member card, saving point and discount price. **Therefore, hypothesis is supported.** The data showed that if the hotel has greater promotion, he/she might have high possibility to return to the hotel. Therefore, the hotel should have good promotion, offer incentives and discount the price to the customers.

4.4.1.5 H6: The higher the level of perceived switching cost, the higher the level of customer retention

Table 42: Correlations index between perceived switching cost and customer retention

Factor	Perceived Switching Cost index	Sig. Level
Customer Retention	.522	0.000

The **Table 42** shows that there is a positive correlation between switching cost and customer retention at 0.522 with significant level of 0.000, if the level of perceived switching cost increases by 1; the customer retention will increase by 0.522 when the hotel has high switching cost. **Therefore, hypothesis is supported.** The data showed that if the hotel has higher switching cost, he/she might have high possibility to return to the hotel. Therefore, the hotel should compare switching cost with other hotel, if the hotel has higher switching cost, the hotel should maintain its quality in serving the customers to make them feel convenient in staying with the hotel such as providing 24 hours-shutter bus to transport customer between hotel and BTS if the hotel locates further from the main-road or BTS, or providing transport to interesting places in the hotel's surrounding area.

4.4.1.6 H7: The higher the level of brand preference has a correlation with customer satisfaction

Table 43: Correlations index between the level of brand preference and customer satisfaction

Factor	Brand Preference index	Sig. Level
Customer Satisfaction	.649	0.000

The **Table 43** shows that there is a positive correlation between brand preference and customer satisfaction at 0.649 with significant level of 0.000, if the level of brand preference increases by 1; the customer satisfaction will increase by 0.649 when they are satisfied with hotel brand preference. **Therefore, hypothesis is supported.** The data showed that if the hotel has good brand preference, he/she might have high possibility satisfy with the hotel. Therefore, the hotel should try to show unique image of the hotel to first time customers, so that they can remember and trust the hotel. On the other hand, the hotel must keep repeat customers by continuously improving brand preference.

4.4.1.7 H8: The higher the perceptions of service quality, the higher the level of customer satisfaction

Table 44: Correlations index between perceptions of service quality and customer satisfaction

Factor	Perception of service quality index	Sig. Level
Customer Satisfaction	.594	0.000

The **Table** 44 shows that there is a positive correlation between perceived service quality and customer satisfaction at 0.594 with significant level of 0.000, if the level of perceived service quality increase by 1; the customer satisfaction will increase by 0.594 when they are satisfied with service quality of the staffs. **Therefore, hypothesis is supported.** The data showed that if the hotel has good service quality from theirs staffs, he/she might have high possibility satisfy with the hotel. Therefore,

the hotel should always training theirs staffs in particular skills such as knowledge of the job, understanding the customers, how to solve the problems promptly, good services and respond specific need when the customers require.

4.4.1.8 H9: The higher the level of perceived safety & security, the higher the level of customer satisfaction

Table 45: Correlations index between level of perceived safety & security and customer satisfaction

Factor	Perceived Safety & Security index	Sig. Level
Customer Satisfaction	.511	0.000

The Table 45 shows that there is a positive correlation between perceived safety & security and customer satisfaction at 0.511 with significant level of 0.000, if the level of perceived safety & security increase by 1; the guest satisfaction will increase by 0.511 when they are satisfied with the hotel that have key card system, life guard at the swimming pool, 24 hours security service and staffs can help them immediately when an accident occurs. **Therefore, hypothesis is supported.** The data showed that if the hotel has good safety & security, he/she might have high possibility satisfy with the hotel. Therefore, the hotel should have high quality of equipment and have well-trained security staffs.

4.4.1.9 H10: The higher the level of perceived cleanliness room, public area and restaurant, the higher the level of customer satisfaction

Table 46: Correlations index between level of perceived cleanliness and customer satisfaction

Factor	Perceived Cleanliness index	Sig. Level
Customer Satisfaction	.431	0.000

The Table 46 shows that there is a positive correlation between perceived cleanliness and customer satisfaction at 0.431 with significant level of 0.000, if the level of perceived cleanliness increases by 1; the customer satisfaction will increase by 0.431 when they are satisfied with room cleanliness, restaurant cleanliness, hotel area cleanliness and standard of housekeeping. **Therefore, hypothesis is supported.** The data showed that if the hotel is clean, he/she might have high possibility satisfy with the hotel. Therefore, hotel should have high standard of housekeeping in every place of the hotel especially room, restaurant and public area.

4.4.1.10 H11: The higher the level of satisfaction, the higher the level of customer retention

Table 47: Correlations index between level of customer satisfaction and customer retention

Factor	Satisfaction index	Sig. Level
Customer Retention	.725	0.000

       The Table 47 shows that there is a positive correlation between repeat customer and customer satisfaction at 0.725 with significant level of 0.000, if the level of customer satisfaction increases by 1; customer retention factor will increase by 0.725. **Therefore, hypothesis is supported.** The data showed that if a customer satisfied with the overall hotel quality and services, he/she might have the high possibility of returning to the hotel to stay.

4.4.2 ANOVA

       Bryman (2008) stated that Analysis of variance (ANOVA) is a collection of statistical models used to analyze the differences among groups' means and their associated procedures (such as "variation" among and between groups). ANOVA provides a statistical test of whether or not the means of several groups are equal, and therefore generalizes the t-test to more than two groups. As doing multiple two-sample t-tests would result in an increased chance of committing a statistical type I error, ANOVAs are useful for comparing (testing) three or more means (groups or variables) for statistical significance.

4.4.2.1 Comparison between first time customer and repeat customer regarding cleanliness

Table 48: Comparison between first time customer and repeat customer regarding cleanliness

Item		F	Sig.
The cleanliness of the room is very important for me to choosing a hotel	Between Groups	.569	.451
	Within Groups		
	Total		
The public area of the hotel is clean	Between Groups	.777	.379
	Within Groups		
	Total		
The restaurant is clean	Between Groups	.496	.482
	Within Groups		
	Total		
The hotel has high standards of housekeeping	Between Groups	.001	.973
	Within Groups		
	Total		

The result shows that there is no significant difference on opinion regarding cleanliness between first timer and repeaters. By looking closely at descriptive analysis table, it shows that both groups satisfied with cleanliness of the hotel. However, first timer seems to have higher expectation than that of repeater; the cleanliness of the room is very important for me to choosing a hotel (4.3364, 4.2903), the public area of the hotel is clean (4.1729, 4.1183), the restaurant is clean (4.1986, 4.1452) respectively. Furthermore, the repeater seems to also have slight higher expectation than that of first timer on the standards of housekeeping (4.2312, 4.2290). **Please see 4.4.2.1 in the appendix.**

4.4.2.2 Comparison between first time customer and repeat customer regarding credibility

Table 49: Comparison between first time customer and
repeat customer regarding credibility

Item		F	Sig.
Online information has an impact on my decision when choosing a hotel to stay	Between Groups Within Groups Total	.966	.326
Rating star has an impact on my decision when choosing a hotel to stay	Between Groups Within Groups Total	1.316	.252
Online review has an impact on my decision when choosing a hotel to stay	Between Groups Within Groups Total	.070	.792
Social media has an impact on my decision when choosing a hotel to stay	Between Groups Within Groups Total	2.203	.139
Trust has an impact on my decision when choosing a hotel to stay	Between Groups Within Groups Total	.001	.973

The result shows that there is no significant difference on opinion regarding credibility between first timer and repeaters. By looking closely at descriptive analysis table, it shows that both groups satisfied with credibility of the hotel. However, first timer seems to have higher expectation than that of repeater; online information has an impact on my decision when choosing a hotel to stay (4.1916, 4.1237), rating star has an impact on my decision when choosing a hotel to stay (4.0888, 4.0000), online review has an impact on my decision when choosing a hotel to stay (4.1589, 4.1398), social media has an impact on my decision when choosing a hotel to stay (4.1636, 4.0538) respectively. However, the repeater seems to have slight higher expectation

than that of first timer on trust has an impact on my decision when choosing a hotel to stay (4.1613, 4.1589). **Please see 4.4.2.2 in the appendix**

4.4.2.3 Comparison between first time customer and repeat customer regarding safety & security

Table 50: Comparison between first time customer and
repeat customer regarding safety & security

Item		F	Sig.
Safety has an impact on my decision when I choosing a hotel	Between Groups Within Groups Total	2.719	.100
I like the hotel that has 24hrs security service	Between Groups Within Groups Total	.892	.345
I like the hotel that has life guard at the swimming pool	Between Groups Within Groups Total	.735	.392
I expect staff of the hotel to help me immediately when an accident occurs	Between Groups Within Groups Total	.554	.457
I like the hotel that has key card(higher safety)	Between Groups Within Groups Total	1.524	.218

The result shows that there is some significant difference on opinion regarding safety & security between first timer and repeaters. There are two significant results; safety has an impact on my decision when choosing a hotel (significant level of .100). By looking closely at descriptive analysis table, it shows that safety & security has an impact to first timer on their decision when choosing a hotel higher than repeaters. This might be because first timer don't know with hotel security so they possibility aware with safety for their staying. As for the other items, even they are not significant, it shows both groups satisfied with safety & security of the hotel and first timer seems to have higher expectation than that of repeater; safety has an impact on my decision when I choosing a hotel (4.3084, 4.2043), I like the hotel that has 24hrs security service (4.2523, 4.1882), I like the hotel that has life guard at the swimming pool (4.0748, 4.0108), I expect staff of the hotel to help me immediately when an accident occurs (4.2056, 4.1505), I like the hotel that has key card (higher safety) (4.2617, 4.1774) respectively. **Please see 4.4.2.3 in the appendix**

4.4.2.4 Comparison between first time customer and repeat customer regarding facilities

Table 51: Comparison between first time customer and
repeat customer regarding facilities

Item		F	Sig.
The room has high quality	Between Groups	.419	.518
	Within Groups		
	Total		
Size of room is important for me while I am choosing a hotel	Between Groups	.713	.399
	Within Groups		
	Total		
I like the hotel that has good conference room	Between Groups	.045	.833
	Within Groups		
	Total		
I like the hotel that has flexible time to service food & beverage	Between Groups	.492	.483
	Within Groups		
	Total		
I like the hotel that has many facilities such as spa, swimming pool, fitness, kids club and tour counter	Between Groups	2.913	.089
	Within Groups		
	Total		

The result shows that there is some significant difference on opinion regarding facilities between first timer and repeaters. There are two significant results; I like the hotel that has many facilities such as spa, swimming pool, fitness, kids club and tour counter (significant level of .089). By looking closely at descriptive analysis table, it shows that first timer like the hotel that has many facilities such as spa, swimming pool, fitness, kids club and tour counter more than repeaters. This might be because first timer expects fully facilities for their staying. As for the other items, even they are not significant, it shows both groups satisfied with facilities of the hotel and first timer seems to have higher expectation than that of repeater; the room has high quality (4.2570, 4.2151), size of room is important for me while I am choosing a hotel (4.1822, 4.1183), I like the hotel that has good conference room (4.0280, 4.0108), I like the hotel that has flexible time to service food & beverage (4.0888, 4.0323), I like the hotel that has many facilities such as spa, swimming pool, fitness, kids club and tour counter (4.2710, 4.1452) respectively. **Please see 4.4.2.4 in the appendix**

4.4.2.5 Comparison between first time customer and repeat customer regarding service quality

Table 52: Comparison between first time customer and
repeat customer regarding service quality

Item		F	Sig.
The hotel staffs have good knowledge of their job	Between Groups Within Groups	.284	.594
The staffs provide good service	Between Groups Within Groups	.634	.426
The staffs can keep their promise	Between Groups Within Groups	1.209	.272
The staffs can solve my problems promptly	Between Groups Within Groups	.784	.376
The staffs understand my specific needs	Between Groups Within Groups	3.329	.069
I like the staffs can respond my expectations and my requirements	Between Groups Within Groups	1.485	.224

The result shows that there is some significant difference on opinion regarding service quality between first timer and repeaters. There are two significant results; the staffs understand my specific needs (significant level of .069). By looking closely at descriptive analysis table, it shows that first timer like the staffs understand my specific needs more than repeaters. This might be because first timer expects the staffs will respond their request for their staying. As for the other items, even they are not significant, it shows both groups satisfied with service quality of the hotel and first timer seems to have higher expectation than that of repeater; the staffs provide good service (4.1822, 4.1290), the staffs can keep their promise (4.1682, 4.0914), the staffs can solve my problems promptly (4.1636, 4.1022), the staffs understand my specific needs (4.2243, 4.0968), I like the staffs can respond my expectations and my requirements (4.1869, 4.1022) respectively. **Please see 4.4.2.5 in the appendix** However, repeaters seem to have higher expectation than that of first timer; the hotel staffs have good knowledge of their job (4.1774, 4.1449). **Please see 4.4.2.5 in the appendix**

4.4.2.6 Comparison between first time customer and repeat customer regarding hotel location

Table 53: Comparison between first time customer and
repeat customer regarding hotel location

Item		F	Sig.
I choose the hotel that has good location	Between Groups	.252	.616
	Within Groups		
	Total		
I choose the hotel that is located near or in the town	Between Groups	1.894	.169
	Within Groups		
	Total		
I choose the hotel that is located near tourist attraction	Between Groups	1.090	.297
	Within Groups		
	Total		
I choose the hotel that is easy to commute	Between Groups	2.829	.093
	Within Groups		
	Total		

The result shows that there is some significant difference on opinion regarding hotel location between first timer and repeaters. There are two significant results; I choose the hotel that is easy to commute (significant level of .093). By looking closely at descriptive analysis table, it shows that first timer choose the hotel that is easy to commute more than repeaters. This might be because first timer no idea with transportation around the hotel so he/she look for the hotel that is easy to commute. As for the other items, even they are not significant, it shows both groups satisfied with hotel location and first timer seems to have higher expectation than that of repeater; I choose the hotel that has good location (4.0607, 4.0215), I choose the hotel that is located near or in the town (4.0935, 3.9839), I choose the hotel that is located near tourist attraction (4.1121, 4.0269), and I choose the hotel that is easy to commute (4.1963, 4.0645) respectively. **Please see 4.4.2.6 in the appendix**

4.4.2.7 Comparison between first time customer and repeat customer regarding promotion

Table 54: Comparison between first time customer and
repeat customer regarding promotion

Item		F	Sig.
I choose the hotel that has good promotions	Between Groups	.002	.963
	Within Groups		
	Total		
I choose the hotel that has saving points service(member card)	Between Groups	.296	.587
	Within Groups		
	Total		
I choose the hotel that has member card service by offering incentives, reward, free gift, personalized coupon	Between Groups	.012	.912
	Within Groups		
	Total		
I choose the hotel that has discount price	Between Groups	.542	.462
	Within Groups		
	Total		

The result shows that there is no significant difference on opinion regarding promotion between first timer and repeaters. By looking closely at descriptive analysis table, it shows that both groups satisfied with promotion of the hotel. However, first timer seems to have higher expectation than that of repeater; I choose the hotel that has good promotion (3.9393, 3.9355), I choose the hotel that has member card service by offering incentives, reward ,free gift, personalized coupon (3.8271, 3.8172), respectively.

However, the repeater seems to have higher expectation than that of first timer on I choose the hotel that has saving points service (member card) (3.7527, 3.7056) and I choose the hotel that has discount price (3.9785, 3.9159) respectively. **Please see 4.4.2.7 in the appendix**

4.4.2.8 Comparison between first time customer and repeat customer regarding brand preference

Table 55: Comparison between first time customer and
repeat customer regarding brand preference

Item		F	Sig.
I believe in the hotel's brand when I choosing a hotel	Between Groups	.001	.969
	Within Groups		
	Total		
The hotels meet my requirements better than other hotels	Between Groups	.376	.540
	Within Groups		
	Total		
Recommend friends and relatives to choose the hotel	Between Groups	.099	.754
	Within Groups		
	Total		
I expect good service from hotel's brand	Between Groups	.188	.665
	Within Groups		
	Total		

The result shows that there is no significant difference on opinion regarding brand preference between first timer and repeaters. By looking closely at descriptive analysis table, it shows that both groups satisfied with brand preference of the hotel and the repeater seems to have higher expectation more than first timer; I believe in the hotel's brand when I choosing a hotel (4.0215, 4.0187), Recommend friends and relatives to choose the hotel (4.0376, 4.0140), and I expect good service from hotel's brand (4.1183, 4.0841) respectively. However, first timer seems to have higher expectation than that of repeater on the hotels meet my requirements better than other hotels (3.9813, 3.9355). **Please see 4.4.2.8 in the appendix**

4.4.2.9 Comparison between first time customer and repeat customer regarding switching cost

Table 56: Comparison between first time customer and
repeat customer regarding switching cost

Item		F	Sig.
Changing to another hotel would mean a lot of time and effort from my part	Between Groups	.281	.596
	Within Groups		
	Total		
It is costly for me to switch to a new hotel	Between Groups	.024	.878
	Within Groups		
	Total		

Item		F	Sig.
In general, It would be complicated in switching to a new hotel	Between Groups	.025	.874
	Within Groups		
	Total		
I feel inconvenience to switch to another hotel	Between Groups	.042	.837
	Within Groups		
	Total		

The result shows that there is no significant difference on opinion regarding switching cost between first timer and repeaters. By looking closely at descriptive analysis table, it shows that both groups satisfied with switching cost and the repeater seems to have higher satisfaction more than first timer; Changing to another hotel would mean a lot of time and effort from my part (3.9355, 3.8925), It is costly for me to switch to a new hotel (3.8871, 3.8738), In general, It would be complicated in switching to a new hotel (3.9247, 3.9112) and I feel inconvenience to switch to another hotel (3.9624, 3.9439) respectively. **Please see 4.4.2.9 in the appendix**

4.4.2.10 Comparison between first time customer and repeat customer on customer retention

Table 57: Comparison between first time customer and
repeat customer on customer retention

Item		F	Sig.
If I am satisfied with the hotel, I will come back in the future	Between Groups	2.409	.121
	Within Groups		
	Total		
I will return to this hotel because of its good cleanliness	Between Groups	1.110	.293
	Within Groups		
	Total		
I will return to this hotel because of its good credibility	Between Groups	.020	.889
	Within Groups		
	Total		
I will return to this hotel because of its good safety	Between Groups	1.058	.304
	Within Groups		
	Total		
I will return to this hotel because of its good service quality	Between Groups	.333	.564
	Within Groups		
	Total		

Item		F	Sig.
I will return to this hotel because of its good facilities	Between Groups Within Groups Total	3.034	.082
I will return to this hotel because of its good brand preference	Between Groups Within Groups Total	.037	.848
I will return to this hotel because of its good promotions	Between Groups Within Groups Total	.021	.884
I will return to this hotel because of good and convenience location	Between Groups Within Groups Total	.126	.722

The result shows that there is some significant difference on opinion regarding customer retention between first timers and repeaters. There are two significant results; I will return to this hotel because of its good facilities (significant level of .082). By looking closely at descriptive analysis table, it shows that first timers choose I will return to this hotel because of its good facilities. This might be because first timers will return to the hotel that has good facilities to service them in the future for their rest. As for the other items, even they are not significant, it shows both groups will return to the hotel and first timer seems to have higher expectation than that of repeater; If I am satisfied with the hotel, I will come back in the future (4.1822, 4.0806), I will return to this hotel because of its good cleanliness (4.1682, 4.0968), I will return to this hotel because of its good credibility (4.0794, 4.0699), I will return to this hotel because of its good safety (4.0701, 4.0000), I will return to this hotel because of its good service quality (4.2243, 4.1828), I will return to this hotel because of its good facilities (4.2570, 4.1290), I will return to this hotel because of its good brand preference (4.0841, 4.0699), I will return to this hotel because of good and convenience location (4.1869, 4.1613) respectively. However, the repeaters seem to return higher than first timers on I will return to this hotel because of its good promotions (4.0860, 4.0748). **Please see 4.4.2.10 in the appendix**

4.4.2.11 Comparison between first time customer and repeat customer on customer satisfaction

Table 58: Comparison between first time customer and
repeat customer on customer satisfaction

Item		F	Sig.
I feel good about my decision to choose the hotel	Between Groups Within Groups Total	.034	.855
I am pleased with the experience in the hotel	Between Groups Within Groups Total	.032	.858
I would positively recommend the hotel to other people	Between Groups Within Groups Total	.024	.876
Overall, I am satisfied with the hotel's services	Between Groups Within Groups Total	.612	.435

The result shows that there is no significant difference on opinion regarding customer satisfaction between first timer and repeaters. By looking closely at descriptive analysis table, it shows that both groups satisfied with customer satisfaction and first timer seems to have higher satisfaction more than repeater; I feel good about my decision to choose the hotel (4.1028, 4.0914), I would positively recommend the hotel to other people (4.1075, 4.0968), Overall, I am satisfied with the hotel's services (4.2009, 4.1425) respectively. However, the repeaters are pleased with the experience in the hotel higher than the first timers (4.0968, 4.0841). **Please see 4.4.2.11 in the appendix**

4.4.2.12 H1: There is a different on opinion when choosing a hotel between first time customer and repeat customer

Table 59: Some different on opinion when choosing a hotel between first time customer and repeat customer

Factor	Sig level at 0.1
Customer retention	✓
Service quality	✓
Location	✓
Facilities	✓

Factor	Sig level at 0.1
Safety & Security	✓
Customer satisfaction	
Switching cost	
Promotion	
Brand preference	
Credibility	
Cleanliness	

From the above table, it shows that hypothesis 11 is partially supported. The result shows that there is some difference on opinion when choosing a hotel between first timer and repeaters. There are two different of results; by looking from the results from 4.4.2.1 to 4.4.2.11, it shows that first time customers concern more on some factors than that of repeater when choosing a hotel; safety & security, facilities, service quality, location and customer retention. Therefore hotel should provide the best service and the best quality of the hotel to attract first timers and to retain customers in the future.

By looking at means score between first time customer and repeat customer,

First-timer concerns more on factor: cleanliness of room, the hotel that has many facilities such as spa, swimming pool, fitness, kids club, and tour counter, high quality of room,

Repeater concerns more on factor: cleanliness of room, high standards of housekeeping, high quality of room,

4.5 Summary

The result of data analysis that the researcher describe as the following below has divided in to 3 data analysis, there are Reliability, Correlation, ANOVA and the result of hypothesis will show at the last table.

Summary of the result of Reliability score

Table 60: The result of reliability score

Factor	Reliability Score
Customer retention	.891
Switching cost	.907
Service quality	.868
Location	.867

Factor	Reliability Score
Promotion	.861
Brand preference	.849
Credibility ***	.840
Facilities	.832
Safety & Security	.792
Cleanliness	.791

Summary of the result of Correlation analysis

Table 61: Summary of the result of Correlation analysis

Factor	Customer Retention	Customer Satisfaction
Customer satisfaction	.725	
Location	.586	
Promotion	.576	
Facilities	.561	
Credibility	.534	
Switching cost	.522	
Customer retention		725
Brand preference		.649
Service quality		.594
Safety & Security		.511
Cleanliness		.431

Summary of the result of ANOVA

Table 62: Summary of the result of ANOVA

Factor	Sig
Customer retention	✓
Service quality	✓
Location	✓
Facilities	✓

Factor	Sig
Safety & Security	✓
Customer satisfaction	
Switching cost	
Promotion	
Brand preference	
Credibility	
Cleanliness	

Summary of the result for each hypothesis consider in the research

Table 63: Summary of the result for each hypothesis

Hypothesis	Result
H1: There is a different on opinion when choosing a hotel between first time customer and repeat customer	Partially Supported
H2: The higher the level of credibility, the higher the level of customer retention	Supported
H3: The higher the level of facilities, the higher the level of customer retention	Supported
H4: The better hotel location has correlation with customer retention	Supported
H5: The greater the level of promotion, the greater the level of customer retention	Supported
H6: The higher the level of perceived switching cost, the higher the level of customer retention	Supported
H7: The higher the level of brand preference has a correlation with customer satisfaction	Supported
H8: The higher the perceptions of service quality, the higher the level of customer satisfaction	Supported
H9: The higher the level of perceived safety & security, the higher the level of customer satisfaction	Supported
H10: The higher the level of perceived cleanliness room, public area and restaurant, the higher the level of customer satisfaction	Supported
H11: The higher the level of satisfaction, the higher the level of customer retention	Supported

Chapter 5

Conclusion and recommendation

This chapter will make a summary of the results and the findings of this research. Another part of this chapter is a recommendation for an improvement for further research. Implication of the study will also be presented in this chapter as a guideline for other industries. Lastly, limitation of the study presents some problems that the researcher found from this research.

5.1 Conclusion

In the hotel industry, there are services and facilities that hotels can offer to their customers. All of these features can either attract the customers or affect their decision when looking for a hotel to stay for a trip (Lewis 1983). Customer's decision depends on the products that the service providers offer to their customers. Moreover, to attract customers (Alpert 1971) stated that the hotel should differentiate their product along with the competition offers. This research found that customer satisfaction was an important factor to increase customer retention. To increase customer satisfaction and customer retention, the hotel must understand what factors influence their customer because all customers have different expectations which require hotel to respond differently. The hotels should try to make improvement in these critical areas, so they can have high customer satisfaction and gain more repeat customers. Many researchers found that the factors, as shown in the detail below, have impact the customers when looking for a hotel to stay.

Cleanliness is very important between first time customers and repeat customers, thus, all customers favour cleanliness to be the most important factor when going for a trip. For this study, cleanliness has a significant positive correlation with customer satisfaction. Therefore, hotel should pay attention to this factor by constantly improving cleanliness standard. The standard of cleanliness should also include all parts of the hotel such as restaurant, lounge and reception areas, outdoor areas, swimming pool, facilities and especially accommodation.

Credibility encourages first time customers and repeat customers to buy and to tell others about their experiences, both positive and negative. First time customers will choose the hotel from the others' experience by searching from social media, internet reviews and hotel website. For this study, credibility has a significant positive correlation with customer retention. Therefore, hotel should pay attention to this factor by constantly keeping high credibility of the hotel. When some problems occur, they should be solved immediately in order to prevent bad experiences with the customers.

Safety and Security are one of the top factors attributed by customers. The hotels should strictly provide the best security to ensure every customer's life. For this study, safety & security have a significant positive correlation with customer satisfaction. Therefore, hotel should pay attention this factor to repeat customers by constantly improving staffs quality and equipment quality. Safety & security should

also include all parts of the hotel such as 24 hours security service, life guard at swimming pool and key card to access a room.

Facility is another main factor that customers look for from a hotel. Customers are willing to pay for different facilities of the hotel, so it is important to understand customers' needs when it comes to choosing a hotel. For this study, facility has a significant positive correlation with customer retention. Therefore, hotel should pay attention this factor to repeat customers by providing many kinds of facilities. The hotel should have either good conference room or quality of room with many facilities available such as spa, swimming pool, fitness, kids club and a tour counter.

Service quality is a common factor in every hospitality business. It can be said that service quality refers to how the service providers respond to customers' expectations and satisfy their needs or requirements. However, it is not only how the hotel responds to the customers' needs but the hoteliers should keep maintaining and developing their service quality. For this study, service quality has a significant positive correlation with customer satisfaction. Therefore, hotel should pay attention this factor to repeat customers by improving quality of staffs. The staffs should have an intensive training about knowledge of the hospitality field, good service, problem solving skill, especially an understanding in customer expectation and customer requirements.

A good location can increase the value of the product, which appeals to the customers. Most of the traveller will look for a hotel that is located in the good area such as near tourist attraction, near transportation and near downtown. The hotels that are located near special attractions appear to have strong influence to the customers' decision. For this study, location has a significant positive correlation with customer retention. Therefore, hotel should pay attention this factor to repeat customers by providing transportation in case the hotel is located far from the town. It should have free transportation service to reach downtown.

Promotion can be categorized from different formats such as discount, free gift, or member card that has highly rate to convince a first customer and repeat customer to choose the hotel. For this study, promotion has a significant positive correlation with customer retention. Therefore, hotel should pay attention to this factor by created good promotions with discount price if possible.

Brand preference is the degree to which customers prefer specific brands relative to competing alternatives. It is an important component of customers' brand loyalty**.** The hotels that own very strong brand preference would have the opportunity to increases repeat customers and first time customers higher than others. For this study, brand preference has a significant positive correlation with customer satisfaction. Therefore, hotel should pay attention this factor to first time customers and repeat customers by creating a good image of the hotel and bringing up selling points. The hotel should present good image of the hotel through different media such as magazine, travel guide and online review.

Switching cost is one of the most basic principles of a market economy. When two suppliers offer same goods or service, the customers will always choose the cheaper option. It can be defined as the cost of customer faces for both monetary and non-monetary when changing from a hotel to the other. For this study, switching cost has a significant positive correlation with customer retention. Therefore, hotel should

pay attention this factor to first time customers and repeat customers by setting the price in the same level with others. In case of there is a competitiveness of the hotels in the same area, the hotel should compare the price, then set the price in the same level to decrease possibility of customers looking for a new hotel.

Regarding to this research, there are some different opinions when choosing a hotel between first time customers and repeat customers as follows:

1. Customer retention - I will return to this hotel because of its good facilities
2. Service quality - The staffs understand my specific needs
3. Location - I choose the hotel that is easy to commute
4. Facilities - I like the hotel that has many facilities such as spa, swimming pool, fitness, kids club and a tour counter.
5. Safety & Security - Safety has an impact on my decision when I choose a hotel

The result shows that first time customers seem to have higher expectation than repeat customers over customer retention, service quality, location, facilities and safety & security. On the other hand, there is no different opinion when choosing a hotel between first time customers and repeat customers over customer satisfaction, switching cost, promotion, brand preference, credibility and cleanliness.

From conceptual framework, the research results have confirmed the direct impact of each factor on customer retention. These factors are 1) customer satisfaction, 2) location, 3) promotion, 4) facilities, 5) credibility and 6) switching cost respectively. The result shows that when the customers are satisfied with the hotel and they may return in the future. However, the factors that have impact on customer satisfaction are brand preference, service quality, safety & security and cleanliness respectively. The result shows that when the customers are satisfied with the hotel, they will have high customer satisfaction and high possibility to return in the future.

5.2 Recommendation

According to the data analysis, all of factors are very important in hotel business but some factors that the hotel can control must be done perfectly in order to keep repeat customers. However, there is correlated between first time customers and repeat customers if first time customers not satisfied with the hotel, they might not come back in the future. Therefore, not only repeat customers that the hotel should recognize, first time customers are also important to hotel. Some recommendations for the hotel in this research are divided into 2 parts; 1) for first time customers and 2) for retain repeat customers.

5.2.1 To Attract First Time Customer

The hotel should be prepared in all hotel operations by focusing on cleanliness, service quality, facilities and safety & security to increase first time customer satisfaction from the first time customers. Moreover, try to response the customer's maximum requirement, some recommendations to increases first time customers to choose the hotel by enhancing credibility, brand preference and promotions of the hotel.

- The hotel should have a supervisor to recheck overall hotel's cleanliness to keep standard of housekeeping. (Cleanliness)
- The hotel should have supervisor to recheck the rooms every day before customer check-in to keep high standard of room. (Cleanliness)
- The hotel should provide facilities for all customers such as steam, sauna, kid's club, conference room, swimming pool, spa and a tour counter because all customers have different expectation. If the hotel can reach their customers' needs, the customers will have higher possibility to choose the hotel again. (Facilities)
- The hotel should provide high quality décor and amenities in the room. (Service quality)
- The hotel should have a key card system to open the door and 24 hours security service around the hotel. (Safety & Security)
- The hotel should always improve their quality of staffs by preparing some training courses for those who need extra improvement. (Service quality)
- The hotel should provide online news, promotions, photos, online information on a website and an operator who is capable to answer online review when the customers have some questions. (Credibility, Brand preference)
- To encourage first time customers, the hotel should realize the importance of promotion, credibility and brand preference. The hotel should always create some new promotions linked to festivals such as Songkran Day, Mother's Day, Father's Day and New Year Festival. In the same way, the hotel should promote what is the best in the hotel or selling points to first time customers such as hotel picture, trust and online review to create a strong brand preference because social media is very important in peoples' life. (Promotion)
- The hotel should set the price for different kinds of customers such as when the hotel has low occupancy, the price may be decreased from standard price or when the customer walk-in late at night, the price will be decreased 10-20% from standard price. In this case, the hotel will get more opportunity from first time customers. (Promotion)
- The hotel should provide transportation service in case it is difficult to find public transportation or it is located far from the town. (Location)
- Give discount first time customers to increase the likelihood of second purchase. (Promotion)

5.2.2 To Retain Repeat Customer

Many researchers knew that repeat customers bring a lot of benefit to the hotel so most of the hotels try to keep repeat customers as long as they can. By looking the point of advantage from repeat customers to the hotel business as (Reichheld, 1993; Grönroos, 1982; Zeithaml et al. 1996) stated that there are 5 interested advantages when the hotels can keep repeat customers.

- Repeats customers are always spend money about 20% more than first time customers during their stayed.

- When the customers return, they are more likely to come back again and again. Customers who keep buying from hotels do have a closer relationship. This means it will be more difficult for competitors to be enticed them away.
- When the customer retention rate is increasing then the employee retention rate will also increase because the employees will feel that they are satisfied with their job. Long-term customers are easier to service because staffs know them very well and know how to response their expectation.
- Acquiring a new customer will costs more than maintaining a repeat customer by reduce advertising cost and promotion cost.
- When a guest who visits a hotel and he satisfied with the hotel, he will spread a positive word-of-mouth to at least 10 people. A loyal customer will increase in purchase value in overtime and spreading a positive word-of-mouth and bring new customers to the business.

The best way to keep repeat customers in the future is to increase customer satisfaction. The hotel should make the customers feel that this hotel is the first choice for them, for example, if they prefer excellent conference room, the hotel must have a good conference room, if they prefer a family room, the hotel must have a big room for family or if they prefer a hotel to stay for business trip, the hotel must have a quiet accommodation or located in the town.

- The hotel should have a supervisor to recheck overall hotel cleanliness to keep standard of housekeeping. (Cleanliness)
- The hotel should have supervisor to recheck the rooms every day before customer check in to keep high standard of room. (Cleanliness)
- The hotel should have a key card system to open the door and 24 hours security service around the hotel. (Safety & Security)
- They should have expert staffs to service the customers during the conference, and have high technology in order to service the customers perfectly. (Service quality)
- The hotel should always prepare some course trainings in difference programs for staffs who need to boost customer service skills in order to improve service quality. (Service quality)
- To protect all customers from any accidents that could happen, the hotel should prepare course training for all security staffs from standard organization. (Safety & Security)
- The hotel should provide the best service for repeat customers. If the hotel could not complete their requirements, they must acknowledge the customers in advance. (Service quality)
- The hotel should send an email to repeat customers when they create a new promotion in order to keep the repeat customers in contact. This is an easy way to inform some promotions to the customers. (Promotion)
- The hotel should provide a member card service such as discount 10% for food & beverage or 15% for accommodation to repeat customers in the future. (Promotion)
- The hotels should set the price in the same levels with competitors to decrease possibility to switch another hotel. (Switching cost)

- The hotel should always updates selling point of the hotel through social media, magazine even exhibition. (Brand preference)

5.3 Implications

According to the research, an important part of operation service industry is to provide the best service to the customers including fulfilling customer expectations and customer needs. The service industry should understand the first time customers and repeat customers very well. On the other hand, it is not only to understand them but the service industry should prevent any problem that might arise during their stay because when the customers are not satisfied, they may not come again. If the customer satisfaction increases, the number of repeat customer will also increase. The way to make customers satisfied with the service is to do the best in all hotel operations, not only from a specific part because the customers will be satisfied from overall service.

5.3.1 For Other Hotels

The other hotels can adjust all factors in this research to their service improvement. Customer satisfaction is still an important factor in hotel industry. Both first time customer and repeat customer have high expectation in the same way when having a trip. The result is to increase customer satisfaction while prevent all problems that may happen, at least by well training quality of staffs. However, when some problems happen, it should solve immediately with the best solution to keep customers satisfied and desire to return in the future.

5.3.2 For Other Service Industry-Airline

In airline business, such as low cost airlines, they have higher possibility to retain customers. They should create some promotions to attract customers. Airline business is as same as hotel business. Some important factors from this research that should be recognized are customer satisfaction, service quality, promotions, cleanliness, brand preference, safety and credibility. They should also create a good promotion together with creating strong brand preference to attract new customers. Service quality from every part of airline operations is also important in boosting customer satisfaction. Staffs should have well training in safety in order to prevent passengers' life during a flight. And standard of cleanliness will support customer satisfaction.

5.3.3 For other industry - Bank

Customer satisfaction is still an important key for banking industry. This industry has a very high possibility to meet many customers. The problems may affect directly to the customers and they must be solved immediately to keep customer satisfied. Some important factors from this research that should be recognized are customer satisfaction, service quality, promotions, cleanliness, brand preference, safety and credibility. Service quality is one of the factors for the banking industry and everyone, from officers to managers, should always be trained consistently. Credibility is a very important factor to increase repeat customers and attract new customer for banking industry. When a bank has a very high credibility, it creates a long term trust and relationship between the service provider and the customers.

5.4 Limitation

First, due to hotel policy is not disturbing the customer. Therefore, the distribution of questionnaires is not entirely random. It can only be distributed during the conference break and before check in & check out.

Second, the researcher plan to distribute the questionnaires for each region of Thailand but most of the international hotels cannot distribute the data to their customers so the researcher has only 3 hotels for distribution. These 3 hotels are located in different province which are Nakhon Pathom (5 stars hotel), Bangkok (4 stars hotel) and Hua Hin (3stars hotel).

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Appendix

Appendix 1: Questionnaire of the research

Dear respondent:

This questionnaire is a part of Master's project, Silpakorn University International College (SUIC) major in Hotel and Tourism Management. The objective of this research is to explore the important factors between first time customer and retention customer when choosing a hotel. All of your answers would be a very valuable for my research.

Direction: Please indicate and answer in accordance to your information (Please ANSWER ALL QUESTIONS)

Part I: Demographic information of the respondent

1. Gender

☐ Male   ☐ Female

2. Age

☐ Less than 30   ☐ 31-40

☐ 41-50   ☐ 51-60

☐ Over 60

3. Marital Status

☐ Single   ☐ Married

☐ Divorced   ☐ Living with partner

☐ Widowed

4. Education Levels

☐ Senior High School   ☐ Bachelor Degree

☐ High Vocational   ☐ Ph.D. Degree

☐ Master Degree   ☐ Others (please specific)_____

5. Occupation Status

☐ Student   ☐ Self-employed

☐ Unemployed   ☐ Government officer

☐ Retired   ☐ Corporate officer

6. Annual Income Levels in THB

☐ Under 100,000   ☐ 100,001-200,000

☐ 200,001-300,000   ☐ 300,001-400,000

☐ Over 400,001

Part II: General Information of the respondent

7. Have you ever been to this hotel?

☐ Yes   ☐ No

8. What is the main purpose of your trip?

☐ Business   ☐ Leisure

☐ Pilgrimage   ☐ Visiting friends and relatives

☐ Attending conference   ☐ Others_____

9. Who is traveling with you?

☐ No one   ☐ Spouse

☐ Friends   ☐ Co-worker

☐ Family or relatives

10. Which room rate do you prefer per night (THB)?

☐ Less than 1,000 THB   ☐ 1,001-2,000 THB

☐ 2,001-3,000 THB   ☐ 3,001-4,000 THB

☐ Over 4,001 THB

11. Where did you get the hotel's information from?

☐ Friends or relatives   ☐ Social Media & Internet review

☐ Hotel Website   ☐ Travel Agent

☐ Books and guides   ☐ Exhibition

☐ Others_____

12. How did you make a reservation?

☐ By telephone   ☐ By e-mail

☐ By hotel website   ☐ By travel agent website

☐ By walk-in   ☐ By hotel sale officer

☐ By company officer

13. How many nights are you planning to stay in the hotel?

☐ 1 night   ☐ 2 or 5 nights

☐ 6 or 9 nights   ☐ 10 or 13 nights

☐ Over 13 nights

14. What is your nationality?

☐ Thai   ☐ Foreigner (please specific)_____

Part III: Important factors related to choose hotel accommodation

Direction: Please indicate and answer in accordance to your information (Please ANSWER ALL QUESTIONS)

5 = Absolutely agree   4 = Agree   3 = Moderate

2 = Disagree   1 = Absolutely disagree

Description and factor	5	4	3	2	1
Cleanliness					
The cleanliness of the room is very important for me to choosing a hotel					
The public area of the hotel is clean					
The restaurant is clean					
The hotel has high standards of housekeeping					
Credibility	5	4	3	2	1
Online information has an impact on my decision when choosing a hotel to stay					
Rating star has an impact on my decision when choosing a hotel to stay					
Online review has an impact on my decision when choosing a hotel to stay					
Social media has an impact on my decision when choosing a hotel to stay					
Trust has an impact on my decision when choosing a hotel to stay					
Safety & Security	5	4	3	2	1
Safety has an impact on my decision when I choosing a hotel					

Description and factor	5	4	3	2	1
I like hotels that have 24-hour security service					
I like the hotel that has life guard at the swimming pool					
I expect staff of the hotel to help me immediately when an accident occurs					
I like the hotel that has key card (higher safety)					
Facilities	5	4	3	2	1
The room has high quality					
Size of room is important for me while I am choosing a hotel					
I like the hotel that has good conference room					
I like the hotel that has flexible time to service food & beverage					
I like the hotel that has many facilities such as					
spa, swimming pool, fitness, kids club and tour counter					
Service Quality	5	4	3	2	1
The hotel staffs have good knowledge of their job					
The staffs provide good service					
The staffs can keep their promise					
The staffs can solve my problems promptly					
The staffs understand my specific needs					
I like the staffs can respond my expectations and my requirements					
Location	5	4	3	2	1
I choose the hotel that has good location					
I choose the hotel that is located near or in the town					
I choose the hotel that located near tourist attraction					
I choose the hotel that is easy to commute					
Promotion	5	4	3	2	1
I choose the hotel that has good promotions					
I choose the hotel that has saving points service (member card)					
I choose the hotel that has member card service by offering incentives,					
reward, free gift and personalized coupons					
I choose the hotel that has discount price					
Brand Preference	5	4	3	2	1
I believe in the hotel's brand when I choosing a hotel					
The hotel meets my requirements better than other hotels					
Recommend friends and relatives to choose the hotel					
I expect good service from hotel's brand					
Switching Cost	5	4	3	2	1
Changing to another hotel would mean a lot of time and effort from my part					
It is costly for me to switch to a new hotel					

Description and factor	5	4	3	2	1
In general it would be complicated in switching to a new hotel					
I feel inconvenience to switch to another hotel					

Customer Retention	5	4	3	2	1
If I am satisfied with the hotel, I will come back in the future					
I will return to this hotel because of its good cleanliness					
I will return to this hotel because of its good credibility					
I will return to this hotel because of its good safety					
I will return to this hotel because of its good service quality					
I will return to this hotel because of its good facilities					
I will return to this hotel because of its good brand preference					
I will return to this hotel because of its good promotions					
I will return to this hotel because of good and convenience location					

Customer Satisfaction	5	4	3	2	1
I feel good about my decision to choose the hotel					
I am pleased with the experience in the hotel					
I would positively recommend the hotel to other people					
Overall, I am satisfied with the hotel's services					

Appendix 2: Mean score between first time customer and retention customer

4.4.2.1 Comparison between first time customer and repeat customer regarding cleanliness

		Number	Mean
The cleanliness of the room is very important for me to choosing a hotel	Return	186	4.2903
	First timer	214	4.3364
	Total	400	4.3150
The public area of the hotel is clean	Return	186	4.1183
	First timer	214	4.1729
	Total	400	4.1475

		Number	Mean
The restaurant is clean	Return	186	4.1452
	First timer	214	4.1916
	Total	400	4.1700
The hotel has high standards of housekeeping	Return	186	4.2312
	First timer	214	4.2290
	Total	400	4.2300

4.4.2.2 Comparison between first time customer and repeat customer regarding credibility

		Number	Mean
Online information has an impact on my decision when choosing a hotel to stay	Return	186	4.1237
	First timer	214	4.1916
	Total	400	4.1600
Rating star has an impact on my decision when choosing a hotel to stay	Return	186	4.0000
	First timer	214	4.0888
	Total	400	4.0475
Online review has an impact on my decision when choosing a hotel to stay	Return	186	4.1398
	First timer	214	4.1589
	Total	400	4.1500
Social media has an impact on my decision when choosing a hotel to stay	Return	186	4.0538
	First timer	214	4.1636
	Total	400	4.1125
Trust has an impact on my decision when choosing a hotel to stay	Return	186	4.1613
	First timer	214	4.1589
	Total	400	4.1600

4.4.2.3 Comparison between first time customer and repeat customer regarding safety & security

		Number	Mean
Safety has an impact on my decision when I choosing a hotel	Return	186	4.2043
	First timer	214	4.3084
	Total	400	4.2600
I like the hotel that has 24hrs security service	Return	186	4.1882
	First timer	214	4.2523
	Total	400	4.2225
I like the hotel that has life guard at the swimming pool	Return	186	4.0108
	First timer	214	4.0748
	Total	400	4.0450
I expect staff of the hotel to help me immediately when an accident occurs	Return	186	4.1505
	First timer	214	4.2056
	Total	400	4.1800
I like the hotel that has key card(higher safety)	Return	186	4.1774
	First timer	214	4.2617
	Total	400	4.2225

4.4.2.4 Comparison between first time customer and repeat customer regarding facilities

		Number	Mean
The room has high quality	Return	186	4.2151
	First timer	214	4.2570
	Total	400	4.2375
Size of room is important for me while I am choosing a hotel	Return	186	4.1183
	First timer	214	4.1822
	Total	400	4.1525
I like the hotel that has good conference room	Return	186	4.0108
	First timer	214	4.0280
	Total	400	4.0200
I like the hotel that has flexible time to service food & beverage	Return	186	4.0323
	First timer	214	4.0888
	Total	400	4.0625

		Number	Mean
I like the hotel that has many facilities such as spa, swimming pool, fitness, kids club and tour counter	Return	186	4.1452
	First timer	214	4.2710
	Total	400	4.2125

4.4.2.5 Comparison between first time customer and repeat customer regarding service quality

		Number	Mean
The hotel staffs have good knowledge of their job	Return	186	4.1774
	First timer	214	4.1449
	Total	400	4.1600
The staffs provide good service	Return	186	4.1290
	First timer	214	4.1822
	Total	400	4.1575
The staffs can keep their promise	Return	186	4.0914
	First timer	214	4.1682
	Total	400	4.1325
The staffs can solve my problems promptly	Return	186	4.1022
	First timer	214	4.1636
	Total	400	4.1350
The staffs understand my specific needs	Return	186	4.0968
	First timer	214	4.2243
	Total	400	4.1650
I like the staffs can respond my expectations and my requirements	Return	186	4.1022
	First timer	214	4.1869
	Total	400	4.1475

4.4.2.6 Comparison between first time customer and repeat customer regarding hotel location

		Number	Mean
I choose the hotel that has good location	Return	186	4.0215
	First timer	214	4.0607
	Total	400	4.0425
I choose the hotel that is located near or in the town	Return	186	3.9839
	First timer	214	4.0935
	Total	400	4.0425
I choose the hotel that is located near tourist attraction	Return	186	4.0269
	First timer	214	4.1121
	Total	400	4.0725
I choose the hotel that is easy to commute	Return	186	4.0645
	First timer	214	4.1963
	Total	400	4.1350

4.4.2.7 Comparison between first time customer and repeat customer regarding promotion

		Number	Mean
I choose the hotel that has good promotions	Return	186	3.9355
	First timer	214	3.9393
	Total	400	3.9375
I choose the hotel that has saving points service(member card)	Return	186	3.7527
	First timer	214	3.7056
	Total	400	3.7275
I choose the hotel that has member card service by offering incentives, reward , free gift, personalized coupon	Return	186	3.8172
	First timer	214	3.8271
	Total	400	3.8225
I choose the hotel that has discount price	Return	186	3.9785
	First timer	214	3.9159
	Total	400	3.9450

4.4.2.8 Comparison between first time customer and repeat customer regarding brand preference

		Number	Mean
I believe in the hotel's brand when I choosing a hotel	Return	186	4.0215
	First timer	214	4.0187
	Total	400	4.0200
The hotels meet my requirements better than other hotels	Return	186	3.9355
	First timer	214	3.9813
	Total	400	3.9600
Recommend friends and relatives to choose the hotel	Return	186	4.0376
	First timer	214	4.0140
	Total	400	4.0250
I expect good service from hotel's brand	Return	186	4.1183
	First timer	214	4.0841
	Total	400	4.1000

4.4.2.9 Comparison between first time customer and repeat customer regarding switching cost

		Number	Mean
Changing to another hotel would mean a lot of time and effort from my part	Return	186	3.9355
	First timer	214	3.8925
	Total	400	3.9125
It is costly for me to switch to a new hotel	Return	186	3.8871
	First timer	214	3.8738
	Total	400	3.8800
In general, It would be complicated in switching to a new hotel	Return	186	3.9247
	First timer	214	3.9112
	Total	400	3.9175
I feel inconvenience to switch to another hotel	Return	186	3.9624
	First timer	214	3.9439
	Total	400	3.9525

4.4.2.10 Comparison between first time customer and repeat customer on customer retention

		Number	Mean
If I am satisfied with the hotel, I will come back in the future	Return	186	4.0806
	First timer	214	4.1822
	Total	400	4.1350
I will return to this hotel because of its good cleanliness	Return	186	4.0968
	First timer	214	4.1682
	Total	400	4.1350
I will return to this hotel because of its good credibility	Return	186	4.0699
	First timer	214	4.0794
	Total	400	4.0750
I will return to this hotel because of its good safety	Return	186	4.0000
	First timer	214	4.0701
	Total	400	4.0375
I will return to this hotel because of its good service quality	Return	186	4.1828
	First timer	214	4.2243
	Total	400	4.2050
I will return to this hotel because of its good facilities	Return	186	4.1290
	First timer	214	4.2570
	Total	400	4.1975
I will return to this hotel because of its good brand preference	Return	186	4.0699
	First timer	214	4.0841
	Total	400	4.0775
I will return to this hotel because of its good promotions	Return	186	4.0860
	First timer	214	4.0748
	Total	400	4.0800
I will return to this hotel because of good and convenience location	Return	186	4.1613
	First timer	214	4.1869
	Total	400	4.1750

4.4.2.11 Comparison between first time customer and repeat customer on customer satisfaction

		Number	Mean
I feel good about my decision to choose the hotel	Return	186	4.0914
	First timer	214	4.1028
	Total	400	4.0975
I am pleased with the experience in the hotel	Return	186	4.0968
	First timer	214	4.0841
	Total	400	4.0900
I would positively recommend the hotel to other people	Return	186	4.0968
	First timer	214	4.1075
	Total	400	4.1025
Overall, I am satisfied with the hotel's services	Return	186	4.1452
	First timer	214	4.2009
	Total	400	4.1750

Biography

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