Factors and Behaviors Influencing the Decision to Choose Accommodation Types in Salaya Subdistrict, Phutthamonthon District, Nakhon Pathom Province

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Abstract

This article aims to 1. Explore individual reasons for choosing specific dormitories. 2. Develop and improve the quality and services of dormitories. The study is a quantitative research using questionnaires. Data analysis is conducted through frequency distribution percentage mean and standard deviation as the framework. The research area includes dormitories in Phutthamonthon District, Nakhon Pathom Province and the College of Logistics and Supply Chain at Suan Sunandha Rajabhat University. Nakhon Pathom Campus. A total of 400 respondents participated in the study. Data analysis using basic statistical methods revealed the following findings.

The highest satisfaction level was with the tangible aspects of the internal and external environment at 58%. Satisfaction with the keycard access system was 57.8%. Satisfaction with motorcycle and car parking areas was 55.6%. Satisfaction with the security system was 53.8%. Satisfaction with the standard safety measures was 54.8%. and its influence in respect of service providers thus coming up with a decision-making plan.(Natpatsaya Setthachotsombut, Komson Sommanawat,Gritsada Sua-iam, 2024). This research will significantly contribute to the development of the quality and services of dormitories in Phutthamonthon District, Nakhon Pathom Province.

Keywords: Factors, Behaviors, Accommodation

1. Introduction

A Study of Factors and Behaviors Influencing Accommodation Choices in Salaya Subdistrict, Phutthamonthon District, Nakhon Pathom Province. The issue of accommodation is a significant social problem stemming from the growing population that has increased the demand for housing. Rapid economic and social changes have further exacerbated the housing shortage leading to overcrowded communities. This population density in limited spaces often results in deteriorated environments which are linked to various issues such as youth-related problems crime and other social challenges. These issues not only pose direct threats to the safety and well-being of residents but also hinder the overall development of the nation. Establishing dormitories has been identified as a potential solution to mitigate these problems. The establishment of dormitories is regulated by law specifically under the Dormitory Act B.E. 2507 (1964) which mandates that dormitory construction must be licensed by the registrar. Additionally the Act stipulates standards for dormitory facilities including hygiene

and cleanliness as well as the requirement for dormitory owners to enforce internal regulations.

However in the current competitive environment legal requirements alone are considered fundamental factors. Dormitory operators are compelled to offer additional services or amenities to differentiate themselves and attract tenants. Key factors influencing tenant decisions include spaciousness proximity to educational institutions rental costsconvenience of parking facilities and related services such as restaurants and laundry services. Furthermore in room amenities like fans refrigerators air conditioners water heaters and study desks play a crucial role. Some dormitories go beyond these basic offerings by providing enhanced security measures such as 24 hour security personnel. These distinctions have led to intense competition among dormitories in all aspects. Orientation to an organizations adjustment with the customers. (Wiriya Boonmalert Bunyaporn Phoothong, Suwat Nualkaw, Piyamas Klakhaeng.,2020). With a growing trend expected in the future.

Given the issues and trends the researcher is interested in studying the assessment of dormitory quality the factors and behaviors influencing accommodation choices in Salaya Subdistrict, Phutthamonthon District, Nakhon Pathom Province.(Sutthachaidee, W., & Phujom, N., Swe Swe Zinb, Techakhuc, P., and Jermsittiparsert,K., 2022). Strategic processes are an essential step in operations which have an impact on competitive advantage. This study aims to gain in-depth insights into the factors influencing tenants' decisions and propose strategies to improve the quality and services of dormitories to better meet the needs of residents in this area.

1.1 **Research Objective**

1. To study the factors influencing the decision to choose types of accommodation in Salaya Subdistrict, Phutthamonthon District, Nakhon Pathom Province.

2. To analyze the behavior of individuals choosing accommodation in Salaya Subdistrict, Phutthamonthon District, Nakhon Pathom Province.

3. To propose guidelines for developing accommodations to align with the needs of individuals choosing accommodation in Salaya Subdistrict, Phutthamonthon District, Nakhon Pathom Province.

2. Methods

Population and Sampling

The target population for this study includes individuals residing in dormitory accommodations in Salaya Subdistrict, Phutthamonthon District, Nakhon Pathom Province. Due to the inability to precisely define the population size, the researcher utilized Cochran's formula (1953) to determine the sample size. Using a confidence level of 95% and a margin of error of ±5% the required sample size was calculated to be no fewer than 400 participants.

Research Instrument

The primary research instrument was a structured questionnaire developed based on relevant theories and concepts. The questionnaire consisted of the following sections:

1. Personal Factors This section included 6 questions to collect general demographic information about the respondents.

2. Dormitory Quality This section comprised 20 questions designed to evaluate various aspects of dormitory quality. The questions were based on the five-point Likert scale approach as proposed by Porter (1980) and Logistics Corner (2009). An example question. The reliability and fairness of dormitory management in providing services without discrimination.

Instrument Validation

Content Validity: The questionnaire's content validity was evaluated using the Item-Objective Congruence (IOC) index. The results showed an IOC range of 0.67 to 1.00, indicating acceptable levels of content validity.

Reliability Testing: The reliability of the instrument was assessed using Cronbach's alpha coefficient which met the required threshold ensuring consistency and reliability of the measurements.

This comprehensive methodological framework ensures the robustness of the data collection process and the reliability of the findings.

3. Results and Discussion

3.1 Results

The results from the survey on user satisfaction regarding the dormitory services. This table summarizes the general demographic information of the respondents including gender occupation age income duration of stay and reasons for choosing the dormitory of the findings Tables 1.

Tables 1. Summary of General Information of Respondents

Category	Details	Number of Respondents	Percentage (%)	Mean	Standard Deviation
1.1 Gender	Male	232	58	1.58	0.5
	Female	168	42	0.42	0.5
1.2 Occupation	Student	353	88.3	3.88	0.32
	Private Employee	29	7.2	2.72	0.45
	State Enterprise Employee	18	4.5	1.45	0.75
1.3 Age	Below 20 years	220	55	0.55	0.6
	21 – 30 years	153	38.3	2.38	0.65
	31 – 40 years	9	2.3	3.23	0.48
	Above 40 years	18	4.5	4.5	0.5
1.4 Income (THB/month)	Below 15,000	331	82.8	1.83	0.53
	15,001 – 20,000	40	10	2.1	0.76
	20,001 – 30,000	20	5	3.05	0.63
	Above 30,000	9	2.3	4.23	0.45
1.5 Duration of Stay	Less than 1 year	82	20.5	1.2	0.75
	1 – 2 years	222	55.5	2.55	0.5
	3 – 4 years	65	16.8	3.17	0.45
	5 years or more	31	7.8	4.78	0.36

Category	Details	Number of Respondents	Percentage (%)	Mean	Standard Deviation
1.6 Reasons for Choosing the Dormitory	Environment	137	34.3	1.34	0.48
	Recommended by friends	47	11.8	2.18	0.62
	Reasonable price	89	22.3	2.23	0.49
	Convenient transportation	106	26.5	2.65	0.55
	Close to the community	9	2.3	3.23	0.48
	Other dorms were full	11	2.8	4.28	0.55
	Others	1	0.3	5	0

From Table 1. From the calculation of M (Mean) and SD (Standard Deviation) of general information data from the sample group the following observations were made

The Gender M for males is 1.58 which is higher than the M of 0.42 for females, indicating that there are more male respondents than female respondents. The SD for both genders is 0.50 showing that the data distribution has low variation. The Occupation M for the Student group is 3.88 the highest indicating that most respondents belong to this category. The SD for this group is very low at 0.32 indicating consistency in responses from this group. The Age M for the under 20 years age group is 0.55 showing that this group has the largest number of respondents. The SD varies across age groups with the over 40 years group having the highest SD at 0.50 indicating higher variation in responses in this group. The group with income less than 15,000 Baht has an M of 1.83 showing that this group has the largest number of respondents. The SD is 0.53 indicating some variation in responses within this group. The Length of Stay M for the group living at their current location for 1-2 years is 2.55 indicating that this group has the largest number of respondents. The SD is lowest at 0.36 for those living at their current location for more than 5 years showing consistency in responses from this group. The Reasons for Choosing the Dormitory "Others" category has the highest M at 5.00 indicating that many respondents selected this option. The SD is highest at 0.75 for State Enterprise Employees showing high variation in responses from this group.

In summary the M and SD values show the distribution and variation of responses in different groups. Some groups show consistency in responses while others have higher variability.

This table presents a summary of the satisfaction levels of dormitory users based on various aspects of the service. The data includes the highest level of satisfaction (Most Satisfied) followed by Satisfied Neutral and the Least Satisfied percentages of the findings Tables 2.

Tables 2. Summary of Survey Results on Dormitory Service Satisfaction

No.	Survey Topic	Most Satisfied (%)	Satisfied (%)	Neutral (%)	Least Satisfied (%)	Lowest (%)	Mean	Standard Deviation
2.1	Service quality within the room	50.7 (203)	32.8 (131)	15.5 (62)	1.0 (4)	-	4.31	0.58
2.2	Environment inside and outside the dormitory	58.0 (232)	29.3 (117)	11.8 (47)	1.0 (4)	-	4.43	0.51
2.3	Public utilities quality	48.5 (194)	30.5 (122)	21.0 (84)	-	-	4.18	0.57

No.	Survey Topic	Most Satisfied (%)	Satisfied (%)	Neutral (%)	Least Satisfied (%)	Lowest (%)	Mean	Standard Deviation
2.4	Internet service	49.0 (196)	25.8 (103)	21.5 (86)	3.8 (15)	-	4.14	0.77
2.5	Parking space availability	55.6 (222)	29.6 (118)	13.8 (55)	-	-	4.42	0.54
2.6	Reliability of dormitory owner	55.4 (221)	28.8 (115)	14.8 (59)	-	-	4.41	0.58
2.7	Accuracy of dormitory details	51.6 (206)	30.8 (123)	17.0 (68)	0.5 (2)	-	4.33	0.55
2.8	Deposit payment process	52.4 (209)	29.8 (119)	15.5 (62)	-	-	4.37	0.56
2.9	Receipt issuance	54.5 (218)	31.3 (125)	13.3 (53)	-	-	4.42	0.53
2.10	Non-discriminatory service from staff	53.0 (212)	28.2 (113)	16.8 (67)	2.0 (8)	-	4.34	0.63
2.11	Attentiveness of dormitory staff	56.8 (227)	29.0 (116)	13.5 (54)	0.8 (3)	-	4.45	0.50
2.12	Convenient dormitory location	54.8 (219)	31.0 (124)	13.0 (52)	1.3 (5)	-	4.43	0.56
2.13	Availability of multiple communication channels	54.3 (217)	30.3 (121)	14.2 (57)	1.3 (5)	-	4.41	0.58
2.14	Convenience and speed of room booking	56.0 (56)	31.0 (31)	12.0 (12)	1.0 (1)	-	4.45	0.50
2.15	Timely availability of rooms	56.3 (225)	30.3 (121)	12.5 (50)	1.0 (4)	-	4.46	0.50
2.16	Repair and maintenance service	54.0 (216)	31.0 (124)	13.5 (54)	1.5 (6)	-	4.40	0.57
2.17	Security system effectiveness	53.8 (215)	32.5 (130)	13.3 (53)	0.5 (2)	-	4.42	0.53
2.18	Standardized safety measures	54.8 (219)	30.3 (121)	13.8 (55)	1.3 (5)	-	4.43	0.55
2.19	Key card access system	57.8 (231)	30.0 (120)	11.0 (44)	1.3 (5)	-	4.49	0.50
2.20	Standard door and window locks	52.8 (211)	29.0 (116)	16.5 (66)	1.8 (7)	-	4.34	0.62

From Table 2. From the calculation of Mean and Standard Deviation from Dormitory Service Satisfaction Survey Results the following findings were observed. Overall the mean values for the responses to each question are high ranging between 4.14 - 4.49 indicating that most respondents are generally satisfied with the dormitory services. For example the question on the Key card access system had the highest mean of 4.49 reflecting a high level of satisfaction with this system. On the other hand the question about Internet service had the lowest mean of 4.14 which suggests that respondents were moderately satisfied with some expressing slight dissatisfaction with the internet service. The standard deviation values in the table range from 0.50 - 0.77 showing consistency in the responses with minimal variation

from the mean. In cases where the standard deviation is higher such as in the Internet service question (0.77) it suggests that there was more variation in responses indicating diverse experiences among respondents.

In contrast many other questions had a relatively low standard deviation such as the Non-discriminatory service from staff (0.63) suggesting that most respondents had similar opinions on this topic.

3.2 Discussion

Dormitory Service Satisfaction Survey Results. The survey results indicate that overall most residents are satisfied with the dormitory services with high average scores in several areas such as the key card access system (4.49) and attentiveness of staff (4.46) reflecting satisfaction with safety measures and staff service. However some services, such as internet service (4.14) and public utilities quality (4.16) received lower scores showing differences in respondent opinions. These areas may require improvement to meet residents' expectations.

4. Conclusion

4.1 From the calculation of overall dormitory residents are satisfied with the services provided particularly in areas like service quality and convenience such as room access and security. However some services still have differing opinions such as Internet service which had a lower mean and a higher standard deviation reflecting inconsistency in the quality of this service.

This information can be used to improve and develop services further to better meet the needs of the residents particularly in areas like Internet service and addressing any issues that arise within specific services.

4.2 Recommendations

Focus on improving internet service and public utilities to increase satisfaction.

Enhance strengths in security services and staff attentiveness.

Improve communication channels for easier access.

The survey results show that while the dormitory performs well in many areas, there is room for improvement in certain services to achieve the highest level of resident satisfaction. However there are such as staff service quality e-payment system and e-traceability also important factors which affect sustainable also important factors which affect sustainable growth.(Anuch Nampinyoa, Piyamas Klakhaenga, Pornkiat Phakdeewongthepa, Chet Champreechab and Kittisak Jermsittiparsertc., 2022). Therefore the top management of the organization along with other employees must use innovation and creativity to meet the rapid changes of the organization(Tanawat Wisedsin, Kittisak Jermsittiparsert, Phitphisut Thitart, Wissawa Aunyawong., 2020).

5. Acknowledgment

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