

Factor Influencing Intention to Revisit in Hotel of Foreign Tourists

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ABSTRACT

Abstract—This survey research aimed to study the influence of attitude in services, product, and marketing mix affected intention to revisit in hotel of foreign tourists in Bangkok, Thailand. The total 300 sets of closed-ended questionnaires were utilized for conducting data from foreign tourists who come to Boutique hotel and can communicate in English. The descriptive statistics and multiple regression analysis were used to analyze data. The research found that Tourists' attitude towards the service of check in and check out process, food and beverage, guest room and other facilities affected in opportunity of revisiting, recommending to others and possibility of revisiting in the future at 0.05 statistically significant levels. Tourists' attitude towards service and marketing mix in term of people, physical evidence, price, process and channel of distribution could forecast intention to revisit in term of recommending to others and intention to revisit in the future at 0.05 statistically significant levels.

Keywords— Foreign tourists, Revisit, Service marketing mix

INTRODUCTION

Due to the outstanding potential of Thailand of the image on the value for money, Thai lifestyle, friendly people, natural resources and a variety of activities targeted the tourism year 2020 will focus on tourism policy emphasizes the value and worth. That is to make people take pride in ownership of impressive tourist destinations and focuses on quality of tourists rather than quantity. In addition, distribute tourism to the communities, promote filmmakers from abroad to do film making in Thailand, encourage setting up tourism banks to support SMEs on tourism. Also, focus on tourists with higher spending especially the Middle East, Russia, China, India, which are the group of emerging economies with increase millionaires, which must penetrate these markets more. Then, push to increase. "High season" or the tourist season longer, too (Tourism Authority of Thailand, 2020).

Presently, National Social and Economic Development Plan No. 12 (2017 - 2021) focus on tourism promotion in the seventh strategy to enhance competitiveness of the country which has focused on developing the tourism industry in many aspects, such as pushing the country into a communication hub, development of alternative tourism, using more social media to promote tourism, etc. The main aim is to enhance the public relations and persuade more foreign tourists to visit Thailand. However, Thailand has many famous tourist attractions may not require more publicity to promote tourism, because Thailand is already a popular tourist destination. This country has regular group of customers who come in throughout the year (Baloglu, 2001; Yoon & Uysal, 2005). From literature reviewing about loyalty, it shows repurchase or visit again is desirable (Alegre & Juaneda, 2006). Because it is believed that marketing cost used to attract customers to repurchase is lower than cost used with the tourists who come for the first time [4]. In addition, loyalty customers often do word-of-mouth (WOM) without charge and to increase the capacity of the network of tourists including relatives and friends (Suwunniponth, 2013).

From the data mentioned, the tourist market is a market that have expanded rapidly. Chinese tourists traveling abroad are increasing every year due to the economic growth of China and Chinese government allow her people to leave the country even more. There are findings from the research of tourist market in Asia (Channual, 2020) indicated that Chinese tourists are among the potential tourists in the future because of better education, increasing revenue and more buying power. Also, the analysis of VISA International Company pointed out that travelers who do shopping through credit cards on the average time of travel, the highest in the world (253 million US dollars) were people who were born in the 1970s, the time that Chinese government implemented one child policy. As a result, most Chinese family has only one child, the parents are ready to spend more for their children which has been called "Little Emperor" of the family. Channual (2014) has added that Chinese tourist arrival in the

country is not only in terms of volume growth but also to grow in terms of quality as well which is shown in the form of higher spending during the trip.

The growth of the tourism industry is increasing steadily each year causes hotel business is one of the highest growing business and likely to grow increasingly following the trend of the tourism industry. From public and private efforts to promote and support the tourism industry, the number of foreign tourists traveling to Thailand is increasing. Bangkok is one of the most popular destination of foreign tourists. As a result, the business hotel in Bangkok is very competitive with many new 5-star hotels and 4-star hotels with a new lifestyle design. There are also a group of serviced apartments and luxury condominiums are available for rent become competitors as well. Therefore, the entrepreneurs must consider new strategies to attract customers. Hotel is a business model to meet the changing lifestyles of customers who are demanding more convenience to rest temporarily as part of the travel experience. The concept of such a business does not require much investment but the investor has to figure out customized service process that attract customers with different lifestyle. However, a key feature of the service is attentive service that exceeds the expectations of customers and attract customers to come back to use service.

LITERATURE & THEORY

Specific marketing mix when applied to the business enterprise has to be adjusted according to the situation, such as the demand volume and period offers a process. Therefore, to create the marketing mix it would alter the factors or elements to suit changed situation and changed needs of the market. Certainly, there may be some overlap among each element of the marketing mix. We are unable to make any decisions using only one element. Also, one element will be important only over time, so the pattern which is explained will help marketing executives to determine the marketing mix that best suits their business.

From the mentioned concept, the researcher is interested in studying the marketing mix for service business as follows:

1. Product is the thing offered by the business to meet the needs or requirements of the customer's satisfaction. The products offered may be tangible or intangible. Product or service is made up of ideas, goods, services and facilities. Product or service must have utility and value in the eyes of customers.

2. Price is the amount of money or other things that are needed to pay for a product or service in the form of monetary value. Price is the cost of the customer. Consumer will compare the value of the product or service for money. If the value is higher than the price, the consumers will buy. Therefore, the seller must take into account of the perceived value in the eyes of customers. Also, the seller should consider customer acceptance of the value of the higher priced product including total costs and expenses associated with the purchase of goods and services and competition.

3. Distribution Channels (Place) is an activity which makes it easy for customers to find the products they want to buy at anytime and anywhere. Distribution channel consists of ease of contact with the customer and considering the location of the selling place. In addition, the composition of the support and the distribution of goods is an activity that involves moving goods from producer to consumer to coordinate and to achieve the lowest cost of distribution.

4. Promotion is the communication tools to make satisfaction on product or service using to induce demand and to remind the product. It is expected to influence the sentiment, beliefs and buying behaviors. Communications may use either salespeople or non-personal selling. Communication consists of promotion aimed at consumers, stimulation of salesman and stimulation of middleman. The methods used to communicate with clients such as magazines, television, radio, billboards, marketing via electronic media and telemarketing.

5. Personnel (People) is people who pass the process of selection, training, motivation to be able to satisfy the customer over the competitors. Employees must be polite, modest, provide fast service, provide customer care, provide full service with a smile and make friendly impression to customers.

6. Physical Evidence is the creation and presenting physical services. Few service businesses do not have the physical characteristics of the services involved. The components are physically appeared to have some effect on the decision of the customer or user services user, such as the location, cleanliness, lighting, style and decoration of the place or the organization, facilities, etc.

7. Process The process of service delivery is an important factor in service business as well as human resources. Although the employees would be interested in customer care but sometimes they could not solve all

customer problems such as booking queue. Process will cover policies, procedures and the mechanization of services such as receiving payments.

The attitude consists of understanding which is knowledge and perception gained from the combination of the direct experience. Feeling reflects the mood or consumers feeling on any ideas or anything. Behavior reflects the likelihood or tendency to consumer behavior with any type of attitude towards anything. From the concepts and theories, the marketing mix service consists of product, price, distribution channels, marketing promotion, staff or personnel, physical evidence and the process (Lovell & Wright, 2002).

Concepts and theories of the intention to use the service again is the core concept of marketing which is used to describe the consumption behavior of customers on products and services of the business. Although the definitions in the theory of each scholar will be to expand the scope of the study, however, major indications of the intention of the customer to use the service again which is mutually acceptable is using service again. Chiou & Droge (2006) has pointed out that the importance of the intention to use the services again is more important than the satisfaction of the customer because the satisfaction of the customer is not something used to expect the coming back of customers next time or not. Therefore, many businesses focus high on this variable in the past. Even government agency that is responsibility about tourism such as Tourism Authority of Thailand focus on the intention to use the service again of foreign tourists with the tourism in Thailand. For studying the variable on intention of tourists to use the services again is accurate in measurement model that meets the basic theoretical maximum, this research has been reviewed literature about the intention of customers in using service again, essentially then applied to measure a group of foreign tourists.

METHODS

The population in this research is the foreign tourists who can communicate in English both group of tourists use the service of tour agency and tourists that do not use the service of tour agency and come to hotel in Bangkok. The sample used in this research was 300 foreign tourists who can communicate in English both group of tourists use the service of tour agency and tourists that do not use the service of tour agency and come to hotel in Bangkok.

The instrument used in this research was a questionnaire created in accordance with the operational definition which were the characteristics to be measured. The opinions were rated using a five-point Likert scale where (1) Strongly disagree, (2) Disagree, (3) Neutral, (4) Agree and (5) Strongly agree. The researcher has tested the validity and reliability of the questionnaire in order to obtain accurate research results and achieve the stated objectives with providing a pre-test of 40 sets. The confidence values of each question were between .811-.906 which pass the criteria that must be greater than .8 (Hair et al., 2010), therefore the questionnaires could be used to collect data.

For data analysis, the researcher used descriptive statistical analysis such as frequency, percentage, mean and standard deviation in order to distribute the properties of the studied variables. Inferential statistical analysis was used to test the hypothesis using statistics such as multiple regression analysis.

RESULTS

The study found that most of the samples were male, aged between 25-30 years old, single, with a bachelor's degree. Their career was employees of the company with the average monthly income was less than or equal to 3,000 dollars and came from Asia. For attitude towards the service on checking in and checking out, food and drink, hotel room, and the facilities /other services was at a high level.

For attitude towards service marketing mix, products/services, distribution channel, people/ staff, creating physical evidences, and service process was at a high level except for the price and marketing promotion were at the moderate level. The intention to use the services again and the tendency to come back to use the services was at the level of using services again. For the tendency to recommend known people to use the services was at the level of recommendation.

The results of hypothesis testing found that attitude towards service on checking in and checking out, food and drink, hotel room, and the facilities /other services affected the intention to use the service again on the tendency to come back for more and the tendency to recommend known people to use the services at the significant level of 0.05. The analysis results of attitude towards the services that affected the intention to use the services

again on the tendency to recommend known people to use the services by using stepwise multiple regression analysis was shown in Table 1.

Table 1
The Analysis of Factor Influencing Intention to Revisit in Hotel of Foreign Tourist

Variables (Attitude towards the service marketing mix)	B	SE	t	Sig.
Constant	.843	.329	2.558*	.011
Products/services	.200	.055	3.620*	.000
People/personnel	.231	.063	3.646*	.000
Creating physical evidences	.214	.087	2.476*	.014
Price	.137	.068	2.029*	.044
Marketing promotion	.177	.047	3.743*	.000
R=.581, Adjusted R ² =.335, R ² =.337, SE=.454				

*Statistical significant at .05 level, **Statistical significant at .01 level

CONCLUSION AND FUTURE WORK

Conclusion and Discussion

Research results showed that attitude towards the product /service and other service marketing mix on the people/ staff, creating physical evidences, service process, and distribution channel affected the intention to use the services again on the tendency to use the services again statistically significant at the 0.05 level, which is consistent with the research work of Sukanonsawad (2007) which conducted a study on the factors associated with behavior and the tendency of behavior of customers in using the service of Royal River Hotel. It was found that attitudes towards the service marketing mix was associated with behavior likely to use the service again in the future. It was also consistent with the research of Pungnirund (2016) which studied marketing mix, motive in buying decision and trend in the consumer's decision to buy a condominium in Bangkok. It was found that the marketing mix affect trend in consumer buying decisions for condominium in Bangkok on the tendency to buy condominiums in one year

Moreover, the results showed that attitude towards the products / services and the other marketing mix on the aspect of employees, creating the physical characteristics, pricing, marketing promotion and distribution channels affected the intention to use the service again on the tendency to recommend known people to use the service statistically significant at the 0.05 level, which was consistent with the research of Sukanonsawad [12] which conducted a study the factors associated with behavior and the tendency of behavior of customers in using the service of Royal River Hotel. It was found that attitude towards the service marketing mix was related to the tendency of behavior in using the services in the aspect of recommendation the known people to use the services.

Recommendations and Future Work

The study found that attitude towards the service marketing mix affected the intention to use the service again in the aspect of the tendency to use the service again and the tendency to recommend known people to use the service. Therefore, the owners of the hotel should develop or improve products and services in the hotel as follows. In the aspect of products, the hotel should renovate rooms to be beautiful, unique for various holidays, emphasis on comfort, cleanliness, full facilities including hotel's restaurant. This will result in the return of tourists to use the service again. The price for the hotel should provide appropriate quality of service, maintain service level at the standards. When visitors think that hotel prices are reasonable for the quality of service that will affect the return to use the service in the future and to recommend known people to come to use hotel services. Distribution channels, hotel business should offer visitors to have the opportunity to contact the hotel in several ways including making reservation should have several convenience and ease of use channels whether by phone, internet / Website. The channels of distribution will affect the re-use of services in the future. In the aspect of promotion, hotel business should provide various promotions to attract the tourists to keep coming back to use the services in the future and to recommend known person to use the services. In addition, hotel business should

develop staff to be courteous active, skillful and prompt to work to meet the needs of visitors as much as possible. For the physical evidences, hotel should pay more attention to the environment in the hotel. The decoration and the atmosphere in the hotel should be unique, beautiful and attractive and also to build confidence in the safety of tourists in the hotel. Including service process, hotel business should highlight of service by having processes to provide service quickly and accurately such as the room reservation process, checking in and checking out as well as serving in various departments which will cause satisfaction for tourists.

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