MOTIVATION, SATISFACTION, AND SERVICE QUALITY FACTORS INFLUENCING ON TRUST IN SERVICES AND BUYING DECISION PROCESS IN SELECTING TRAVEL AGENCY IN BANGKOK

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ABSTRACT

Abstract—The purpose of this research was to study Motivation, Satisfaction, and Service quality factors influencing on trust in services and buying decision process in selecting travel agency in Bangkok. This research was conducted using Quantitative research methods. The sample group in this research was 400 people. The data were analyzed using by statistics analysis, including multiple regression analysis. The research results revealed that 1) most respondents are female, age 40 - 50 years old. They were married status and gradated a bachelor's degree. They worked in the company and has monthly income of 30,001 - 45,000 baht. 2) Motivation level overall were at a highest level. 3) Satisfaction level overall were at a highest level. 4) Service Quality level overall were at a highest level. 5) Trust level overall were at a high level. 6) Decision Process level overall were at a highest level. According to the hypothesis testing that 1) Motivation, including access, activity, amenity, and attraction influencing on trust in services communication trust 2) Motivation, including activity, attraction, and accommodation influencing on buying decision process post purchase behavior 3) Satisfaction, including tour guides, chauffeur and food influencing on trust in services communication trust 4) Satisfaction, including tour guides, vehicles, and food influencing on buying decision process post purchase behavior 5) Service Quality, including tangible, assurance, and empathy influencing on trust in services communication trust 6) Service Quality, including responsive, assurance, and empathy influencing on buying decision process post purchase behavior 7) Trust in services communication trust influencing on buying decision process post purchase behavior.

Keywords—Motivation, Satisfaction, Service Quality, Bangkok, Travel Agency

INTRODUCTION

Thailand's economy generates a large part of its income from the service sector, with the proportion increasing every year. In which the tourism industry is considered one of the service sectors that generate the most income for the country, it was found that the tourism industry generates income and distributes income to various regions in Thailand, totaling 1.486 trillion baht. Thailand's domestic tourism increases every year. As a result of the promotion of domestic tourism by the government. Make Thai people have more income and tourism. Nowadays, tourist behavior tends to change according to the economy resulting in Last Minute behavior. It is the decision or choice to travel in a short time with more travel distance. This has caused a large increase in the number of Thai tourists who wish to travel within their own country. Although the market value of the population who use the services of domestic travel agencies is not as large as the population who arrange their own travel. However, it is considered that the trend of the population is interested in using the services of the tourism business, the ratio of which is continuously increasing every year. Some travelers trust choosing a travel agency because they have absolute control over their expenses. Itinerary has been arranged. And all the planning is done (Department of Tourism, 2016).

The study of the official registration statistics system, Department of Provincial Administration (2016) found that the number of people in Generation X born in 1967 - 1981 in Bangkok area. They are person of working age who has built status for a while. They are quite stable in life. It generally seeks a balance between work and leisure and manifests itself as a rewarding life, such as travel. The tourist group is the generation X with the largest population of 1,458,603 people. Therefore, the above information is the result that the researcher is interested in studying and can be used as a guideline for developing strategies and improving business service models. guide.

Moreover, it also satisfies tourists and is beneficial to the overall tourism industry in Thailand. Finally, the research also has the effect of boosting the tourism industry and increasing income within the country.

Objective

to study Motivation, Satisfaction, and Service quality factors influencing on trust in services and buying decision process in selecting travel agency in Bangkok.

LITERATURE REVIEW

Motivation concepts and theories

It refers to something within a person that causes a person to act, move, or behave in a purposeful manner. In other definition, Walter (1978) describes that Motivation is the reason for the action itself. There are 5 components of motivation in tourist attractions:

1) Attraction is the unique charm of each tourist destination, such as physical beauty and landscape, beauty, reputation, etc.

2) Activities are interesting for tourists to participate in tourism and unique from daily life, such as photography, shopping, etc.

3) Accessibility is transportation routes leading to that tourist destination comfortable, easy to access and safe.

4) Facilities are utility systems, security system, toilets, parking, and etc.

5) Accommodation is the number of accommodations that is sufficient for the number of tourists along with a variety of prices and services. It is safe for the lives and property of tourists. The place to stay should be not too far from the tourist attraction.

Satisfaction concepts and theories

It means that satisfaction is the feeling of having something. This can be both positive and negative. But when that thing can meet the needs or to achieve the goal will produce positive feelings, but on the contrary. If anything creates a feeling of disappointment that the goal is not achieved. It will cause a negative feeling as a feeling of dissatisfaction. The components of satisfaction consisted of 4 components: 1) tour guide should have the ability to travel and good manners in speaking or communicating. 2) The driver side is having good driving manners. They don't drive too fast or recklessly, dress modestly and speak politely. 3) Transportation, inside the bus, there are enough seats, comfortable, and hygienic toilets. 4) Food: food served to tourists has good taste, hygiene and sufficient amount of food according to Chaturat,.P (2003) and Chongngam,.M (2014)

SERVQUAL Model

As Shahin A.(2006) concluded that one service quality measurement model that has been extensively applied is the SERVQUAL model developed by Parasuraman et al . (1988). SERVQUAL as the most often used approach for measuring service quality has been to compare customers' expectations before a service encounter and their perceptions of the actual service delivered. The SERVQUAL Model is derived from the study of Parasuraman, ZeithamI, and Berry in 1988 and originally 10 dimensions of service quality were reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding/knowing the customer, tangibles.

Reliability

Reliability shows the ability to provide services accurately, on time, and credibly. This requires consistency in the implementation of services and respects commitments as well as keeps promises to customers.

Responsiveness

This criterion measures the ability to solve the problem fast, deal with customers' complaint effectively and the willing to help customers as well as meet the customers' requirements (Parasuman, 1988). In other words, responsiveness is the feedback from banks to what customers want.

Tangibles

Tangibles are the images of the facilities, equipment, machines, attitude of staffs, materials, manuals, and information systems of the bank. In others words, the tangibles refer to the effect of physical facility, equipment,

personnel and communication materials on customer. The atmosphere also called services capes influences directly both employees and customers in physiological, psychological, sociological, cognitive and emotional ways (G. Sureshchandar, 2001).

Assurance

This element creates credibility and trust for customers, which is considered through professional services, excellent technical knowledge, attitude courtesy, and good communication skills, so that customers can believe in the quality of firm's services.

Sympathy

Sympathy is the caring, consideration, and the best preparation for customers, so that they can feel as 'guests' of the firm and are always welcome at any times, anywhere. Human factors are the core of this success and the more caring the bank gives to customers, the more customer understanding increases.

METHODOLOGY

The conduct of this research uses a quantitative research method. The sample group used in this study was Thai Generation X tourists who used travel business services in Bangkok. The number of populations is uncertain. The researcher then used the formula to calculate the number of samples using the formula for the case of the exact population and the confidence value 95% and the error in estimation is not more than 5% (Wanichbuncha,.K., 2002). From the calculation, 385 samples were obtained and 15 were reserved. A total of 400 questionnaires were used. Step 1 is selecting via simple sampling method for a total of 5 districts: Sai Mai District, Bang Khae District, Bang Khen District, Khlong Sam Wa District and Bang Khun Thian District. Step 2 is using quota sampling method. It separates 80 sets per district, resulting in a sample size of 400 samples. And step 3 is a convenient sampling method. The researcher will use the questionnaire collection from the sample with convenience and willingness to answer the questionnaire. The questionnaires were randomly distributed in crowded areas, such as in front of shopping malls, sky train stations, restaurants, coffee shops in the vicinity of offices or offices, and collected questionnaires for 400 samples.

Data analysis
1. Descriptive data analysis using percentage, mean and standard deviation.
2. Inferential data analysis, the statistics used in the test were multiple regression analysis.

RESULTS

1) Most of the respondents when classified by gender were male at 239 people, representing 59.8 percent. When classified by age, most of them were between 48 - 52 years old, numbering 220, representing 55.0 percent. The majority had marital status, 222 people, representing 55.5 percent. When classified by level of education, most had bachelor's degrees, 212 people, representing 53.0 percent. When classified by occupation, most of them were private company employees of 196. People accounted for 53.0 percent. When classified by average monthly income, most of them had an average monthly income in the range of 30,001 - 45,000 baht, numbering 102 people, representing 25.5 percent.

2) Based on the analysis of data on the motivations of Thai Generation X tourists in Bangkok, overalls are at the highest level with an average of 4.26. When considering each side, it was found that the accommodation side attraction aspect and facilities The overall average was at the highest level. As for accessibility and activities, the overall averages were at high levels, respectively.

3) From the analysis of data on the satisfaction of Thai Generation X tourists in Bangkok, Overall, it was at the highest level with an average of 4.32. When considering each aspect, it was found that all items had the overall average at the highest level as well.

4) From the analysis of data on service quality of Thai Generation X tourists in Bangkok, overall, it was at the highest level with an average of 4.30. Warranty customer care aspect and the overall average of credibility was at the highest level. As for the things that can be touched, the overall average is at a high level respectively.

5) Based on the analysis of data on the trust in using the service of Thai Generation X tourists in Bangkok as a whole was at the highest level with an average of 4.29

6) From the analysis of data on the decision-making process of choosing the service of Thai Generation X tourists in Bangkok, the overall level was at the highest level with an average of 4.24.

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