

THE FACTORS AFFECTING THE DECISION TO RENT PRIVATE DORMITORY OF NARESUAN UNIVERSITY, THAILAND.

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ABSTRACT

The study aimed to examine the factors affecting the decision to rent private dormitory of Naresuan University, Thailand. This study is based on data from Naresuan University Student Information Services Year 2019 and Naresuan University Student Statistics Year 2019 by using a sample of 400 data using a questionnaire to collect data of Naresuan University students. Independent variable is the gender, age, faculty, academic year, domicile and income. The dependent variables are marketing mix factors. This study studied 7 aspects, namely the product, price, place, promotion, people, physical and process and decision to rent private dormitory university students. In this study, measured by the number of private dormitory rental decisions of Naresuan University students. The statistics used for data analysis were frequency, percentage, mean and standard deviation, Pearson product-moment correlation, t-test and F-test, one-way ANOVA Analysis and multiple regression analysis.

The results showed that the different gender had different effects on the decision to choose the promotion, their different age had different place decision. Different faculty have different influences on price decision making and process. Different academic year affect the decision-making place process. Different domicile had different effects on the decision to choose marketing mix such as product, price, place, promotion, people, physical and process, different incomes affecting the decision to select different place. The results showed that the demographic factors, such as gender, age, faculty, academic year, domicile and income, had a different effect on the decision to rent a private dormitory of Naresuan University students which was not different. The results showed that the price and promotion correlated with the decision to rent a private dormitory of Naresuan University students.

Keywords : Product, Price, Place, Promotion, People, Physical, Process, Decision to Rent Private Dormitory

INTRODUCTION

The problem of housing is a social problem affecting life. Especially with developing countries as a result of the increase in the world population in various countries, the demand for housing increases in the major cities of every country in the world, with countries that face similar problems. That is to say is problems of population growth due to rapid economic and social changes the population is crowded. Occurring in a decaying place and the decaying place will lead to various problems such as health problems. Problems with teenager's crime and many other problems that will affect the society as a whole in that country.

Students who are domiciled outside of Phitsanulok province or domiciled in Phitsanulok and want to live in a dormitory need to live in a dormitory. There are many types to choose from. But student dormitory can choose to live in 2 places which are 1. NU Dorm

Student Dormitory (NU Dorm) is a university dormitory that is convenient, safe, Naresuan University student dormitory. There is a total of 15 buildings, consisting of 12 female students and 3 male students, which can accommodate 4,680 students. In addition, there are also network dormitory (private dormitory) for 4 male students, which are Ban Rao dormitory, Nat dormitory. Mansion Goodland dormitory and Ban Ing Nam dormitory. In the academic year 2017, the university assigned the student affairs division Naresuan University is an agency that oversees and manages the dormitory by Student Affairs Division Naresuan University, [15] 2. Private dormitories are dormitories located around Naresuan University, divided into 3 types as follows: 2.1 Dormitory that has been registered correctly according to the dormitory Act 1964. This type of dormitory, besides being legally practiced Naresuan University is also involved in the care. The student's living closely as well. 2.2. Dormitory that is registered correctly according to the dormitory Act 1964 but has not joined as a dormitory network. There are more than 300 dormitories, which the Office of Social Development and Human Security Phitsanulok province. Together with Naresuan University visited the students who live in these dormitories are regular for every semester. 2.3. Dormitory that is not registered correctly according to the 1964 dormitory Act, which may be in the form of a rented house, condo building by Student Information Centre, Naresuan University, [16].

Currently, Naresuan University is accepting more students. In the academic year 2015 - 2018, the number of students is 21,947 people, 21,759 people, 21,744 and 22,201 people respectively by Naresuan University, [14] from the number of said students resulting in insufficient number of dormitories on university causing many students want to rent a dormitory or rooms outside the university. Which will be able to be an interesting alternative meet the needs of students.

The factors that affect the student's dormitory choices include many factors such as rental rates, facilities, safety, distance to university or will be in the service of the lessor. These factors are all affecting the selection of dormitory rooms of Naresuan University students. In which the researcher studied consumer behaviour, Meeting the basic human needs, satisfaction and marketing mix (7Ps).

From the study of factors affecting the decision to rent private dormitory of Naresuan University, Thailand to provide guidelines for dormitory operators or those interested in operating a dormitory business developed and improved to meet the needs of tenants consistent and relevant to what the tenant needs today and develop the service system of the lessor satisfying the maximum tenant.

LITERATURE REVIEW

The definition of marketing mix

Wheelen and David [9] says that marketing mix means a combination of important variables under the control of a business that can be used to make consumers demand and gain competitive advantage.

Marketing mix components

Armstrong [11] said that the marketing mix of general goods consists of 7 components that are as follows: 1. Product means products and services consisting of primary and secondary products. 2. Price means expenses, whether in money or time. 3. Place means to decide when to deliver the service to consumers and how much time does it take to deliver the service? Where did it happen? and how to deliver? 4. Promotion is an activity to create incentives and marketing communications in order to create satisfaction among consumers. 5. People means all personnel that have participated in activities to deliver services to

consumers. Which will affect the perception of service quality of consumers as well. 6. Physical Evidence refers to the location and environment. including various elements that can be tangible and facilities to operators and consumers who use the service. 7. Process refers to the process that is needed to work and provide services to consumers including ways to work and deliver products to consumers. Which requires design and compliance with effective processes.

The meaning of product results. (Product)

Kotler and Keller [8] say that products are what businesses offer and sell to consumers to meet their needs and satisfy consumers. Consumers will receive the benefits and the value of that product. The product is divided into 2 categories which are 1. Physical products can be tangible and 2. Intangible products such as services in various fields.

The meaning of price (Price)

Kotler and Armstrong [12] states that price refers to the amount of money a consumer spends on getting that product or service back, or it may be viewed as the value that a consumer deserves from. Uses in that product or service, consumers will compare the price or amount that must be paid with the value that will be received after receiving that product or service. Which if the consumers compare and see that the value is more than the price consumers will make decision to buy a product or service.

The meaning of distribution channels (Place)

Armstrong and Kotler [5] states that the distribution channel consists of units or activities that businesses use to move products and services from the business to consumers. Distribution consists of 2 parts: Channel of distribution means the path that the product or direct channel from the manufacturer to the consumer and use indirect channels from producers through middlemen to consumers. Ownership in which the product is changed to the consumer. Therefore, the distribution channels are manufacturers, middlemen, consumers or business operators. Which may use product distribution or support to distribute products to market means controlling the movement of raw materials factors of production and finished goods from the beginning, the manufacturer went to the final point of consumption. That is the final consumer to meet the needs of consumers with business owners aiming for profit.

The meaning of marketing promotion (Promotion)

Mehrdad and Elham [7] Promotion means tools used in communication to create satisfaction with the brand or service. By using to motivate consumers to meet demand or to remind awareness and the memories in the product it is expected that marketing promotions will influence the feelings, beliefs, and buying habits or is a communication about information between the seller and the consumer to create buying attitudes and behaviours.

The meaning of People (People)

Kotler and Armstrong [12] said that people are all personnel factors that contribute to the delivery of services. Which will affect consumers' perceived service quality in which, people will count, not just business personnel. But also, to service users and other consumers that are included in that service place service businesses, if successful, will require planning efforts in terms of manpower, recruitment, recruitment, and development training. Including motivation for employees involved in the business.

The meaning of physical characteristics (Physical)

Mehrdad and Elham [7] states that physical evidence is the organization's total quality management (TQM) for example, a mobile phone service center needs to be developed. The physical characteristics and forms of service are modern. Clean and able to meet all needs of consumers. To create value for consumers.

The meaning of service (Process)

Kotler and Armstrong [12] defines process as the process step necessary to work and provide services to consumers. Including ways to create and deliver products to consumers. Which requires designing and operating according to the process that is efficient and effective, which is related to the production and offering that service to consumers who come to use the service.

The meaning, concepts and theories about decision making processes

Milner and Rosenstreich [10] says that consumer decision making (CDM) is a complex relationship model. First occurred in the 1960s and has been developed for over 50 years, covering research on various structures caused by economics and psychology based on the concept of Nicosia's Model. Consumption starts from communicating information to consumers to create buying incentives. Followed by the process of searching for information, evaluating decisions and recording data. Experience and suggestions.

Population concepts affecting decision making

Tarrance [1] says that the increasing age of children will result in more thoughtful thinking. Age is a factor that makes each person different in thinking and in behaviour older people have different behavioral responses to communication than younger people. And young people tend to change their behavior in response to communication as they get older.

Wilo Goidhaborsadore and Yates [3] states that sexual characteristics are traits that each person receives at birth. Every population consists of males and females balance. When a group is formed gender will determine the roles and responsibilities of each individual. Regarding the various developmental aspects, there are also differences, which means that females have more desire to send and receive information than males. While males don't have only the desire to send and receive information. Males also want to create a good relationship by receiving news.

Academic year refers to the educational level received from an educational institution. Education will indicate the ability to choose to receive news and knowledge rate understanding of books. Education levels allow individuals to have different knowledge, ideas, abilities, and an understanding of things that are widely and profoundly different. Education In addition to giving individuals the potential to increase even more. Can also cause differences in attitudes, values, and morals.

An individual's income shows that economic status is an important element. Because it can show the potential for self-care. Shows the power of spending on news consumption. People with high economic status will have better opportunities than those with low economic status. In seeking things that are beneficial to oneself.

Occupations will help indicate the individual characteristics of each person. Period for receiving news stories that the audience is interested.

Religion such as Buddhism, Islam, or Christianity or other religions, therefore, have different concepts, cultures, traditions, and principles of decision making to receive information according to the subtleties of each religion. Therefore, there should be communication by considering religious differences. This will be a good result in delivering information to the recipients correctly and most accurately to the needs of the recipients.

Marital status, which may be divided into single marriage, divorced, widowed or separated the differences in various aspects such as customs and traditions. Regarding religious beliefs inevitably has an influence on marital status. Which has a direct effect on the perception of news marital status indicates independence in decision making and influence on thought processes, information analysis. Married women or single women. There may be different processes to receive information due to family conditions.

CONCEPTUAL MODEL AND HYPOTHESES

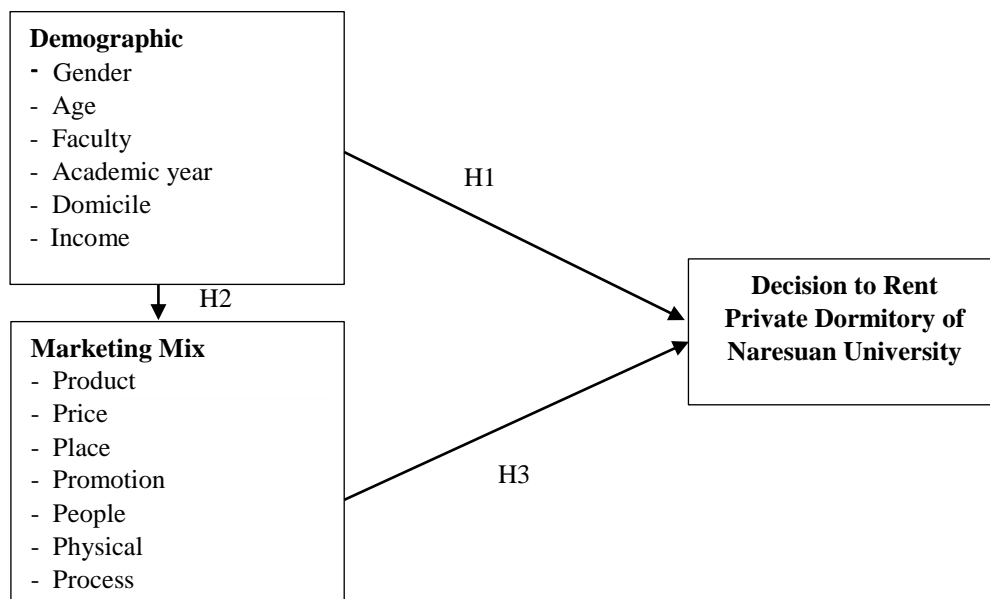
From reviewing theories and related research. The researcher makes the assumptions for the research as follows.

Hypothesis 1 Demographic factors, including gender, age, faculty, academic year, domicile and income, have different effects on the different decision to rent private dormitory of Naresuan university.

Hypothesis 2 Demographic factors, including gender, age, faculty, academic year, domicile and income, have different influences on marketing mix selection.

Hypothesis 3 Marketing Mix factors are related to Decision to Rent Private Dormitory of Naresuan University.

CONCEPTUAL FRAMEWORK



The population used in this study is Naresuan University students, which has 16 faculties, 1 college, of 22,201 people by Naresuan University, [14], data as of 2 October 2018) specifies the sample size by calculating the Yamane method [2] at 95% confidence level, not more than 5% error, sampling method in this study Using the method of selecting a sample group in the landscape with the sampling procedure as follows: 1. Divide the population into hierarchies by using the faculty that students are studying as a landscape classifier. 2. Specify the size of the sample in each landscape proportionally. 3. Randomization of each level according to the number. The sample size was 400 people. This research used the questionnaire is a tool for collecting measure the importance of marketing mix. There is a collection of data created from document research. Related research in order to get a questionnaire covering the research objectives. And using 30 sets of

modified questionnaires (Try-out) with students of Kasetsart University Chalermphrakiat Sakon Nakhon Province Campus to find the confidence value (Reliability) by using the Cronbach's Coefficient Alpha algorithm, which Hair et al. [4] explains that acceptable confidence values are not less than 0.70, as detailed in Table 1 as follows. Data were analyzed by descriptive statistics including frequency, percentage, mean, standard deviation; and inferential statistics including t-test, F-test (One-way ANOVA), the Pearson Product-Moment Correlation and Multiple Regression Analysis.

Table 1
Cronbach's Alpha Coefficient of Variables

Variable	Cronbach's alphas
Product	.822
Price	.848
Place	.760
Promotion	.765
People	.837
Physical	.700
Process	.715
Decision to Rent Private Dormitory	.706

Research on The Factors Affecting the Decision to Rent Private Dormitory of Naresuan University, Thailand found that the majority of respondents are 214 female students, representing 53.5 percent and males 186, accounting for 46.5 percent. Most of the questionnaires were in the range of 20 - 22 years, 212 persons, representing 53.0 percent, followed by aged between 17 - 19 years, 87 persons, representing 21.8 percent, followed by aged between 23 - 25 years, 85 people, accounting for 21.3 percent and the minimum age is 26 years and over, consisting of 16 people, representing 4.0 percent. The majority of the faculty being studied is the Faculty of Management and Information Science, 51 people, representing 12.75 percent, followed by the Faculty of Science, with 41 people accounting for 10.25 percent, respectively, which is 41 of the Faculty of Engineering, accounting for 10.25 percent, respectively, is the Faculty of Education 35 people, representing 8.75 percent, next is the Faculty of Humanities, a total of 28 people, equivalent to 7.00 percent. Next is the Faculty of Social Sciences, consisting of 26 people, representing 6.50 percent, next is the Faculty of Agriculture Natural Resources and Environment, 22 people, representing 5.50 percent, next is the Faculty of Allied Health Sciences, 22 people, representing 5.50 percent, next is the Faculty of Law, 20 people, representing 5 percent. Next is Faculty of Medicine, 19 people, representing 4.75 percent. Next is Faculty of Public Health, 18 people, representing 4.50 percent. Next is Faculty of Medical Science, comprising 16 people. 4.00, followed by the Faculty of Architecture Naresuan University, consisting of 16 people, representing ext., the Faculty of Pharmaceutical Sciences is comprised of 14 people, representing 3.50 percent. The following is 12 faculty of Nursing, accounting for 3.00 percent. Next is Naresuan University International College (NUIC), 11 people. Is 2.75 percent and the least being Faculty of Dentistry, consisting of 8 people, accounting for 2.00 percent. The majority of the education year is Grade 1, 99 people, representing 24.75 percent, followed by Year 2 of the total of 96 people, representing 24.00 percent next to year 3, representing 94 percent 23.50, respectively, there are 92 people in Year 4, accounting for 23.00 percent and the least, which is more than Year 4 of 19 people, representing 4.75 percent. Most domicile are 266 people from Phitsanulok, representing 66.50 percent and not. Phitsanulok Province, 134 people, representing 33.50 percent of the income, most of the respondents have incomes up to 5,000 -

baht, 252 people, representing 63.00 percent, followed by income between 5,001-10,000 - baht, 98 people. The 24.50 percent subsequent income is between 10,001-15,000 baht of 28 percent and 7.00 minimum income above 15,000 baht of 22 percent 5.50.

RESULTS

This research analysed Correlation Analysis in order to find the relationship between variables and Multiple Regression Analysis to test the hypothesis. Therefore, to make it easier to remember when testing the hypothesis. The researcher has defined abbreviations for the following variables

- MKM 1 - Product
- MKM 2 - Price
- MKM 3 - Place
- MKM 4 - Promotion
- MKM 5 - People
- MKM 6 - Physical
- MKM 7 - Process
- DTR - Decision to Rent Private Dormitory

Table 2

Hypothesis 1: Demographic factors include gender, age, faculty, academic year, domicile and income have different effects on the decision to rent a private dormitory of Naresuan University differently.

		Sig.
Gender	t = 1.893	.069
Age	F = .658	.526
Faculty	F = .662	.785
Academic Year	F = 1.446	.248
Domicile	t = 1.958	.060
Income	F = 3.263	.054

*P < 0.05, ** P < 0.01

From Table 2 found that Demographic factors are gender, age, faculty, academic year, domicile and income does not affect the decision to Rent Private Dormitory of Naresuan University. Not according to hypothesis, the set.

Table 3

Hypothesis 2 Demographic factors include gender, age, faculty, academic year, domicile and income have different effects on choosing Marketing Mix.

	Gender	Age	Faculty	Academic Year	Domicile	Income
Product	.953	.820	2.355	1.316	2.997**	2.225
Price	1.009	.256	2.751*	.992	3.014**	3.065
Place	.560	.349*	.550	3.546*	2.665*	6.936**
Promotion	2.584*	2.178	.937	1.358	2.070*	.810
People	.259	2.343	.736	1.038	2.283*	1.276
Physical	.603	1.604	1.282	1.553	2.082*	.255
Process	.401	.181	2.674*	1.974	2.791**	2.337

*P < 0.05, ** P < 0.01

From Table 3, found that different genders have different effects on their decisions on promotion with statistical significance at the .05 level. The different ages affecting the decision to select different place with statistical significance at the level of .05. Different faculties that are studying, it affects the price and process is different with statistical significance at the .05 level. Different academic year have a different effect on the decision to choose different place with statistical significance at the level of .05. Different domicile, which affects the decision making of the marketing mix differently in terms of product, price, and process with statistical significance at the .01 level and place, promotion, people and creating and physical. Statistical significance at the .05 level. Different incomes affect the decision to select different place with statistical significance at the level of .01.

Table 4

In this research. The researcher analysed Correlation Analysis to find the relationship between the variables and Multiple Regression Analysis to test the hypothesis.

Hypothesis 3: Marketing mix factors are related to the decision to rent private dormitory of Naresuan University.

Correlation Analysis between Independent variables

	MKM 1	MKM 2	MKM 3	MKM 4	MKM 5	MKM 6	MKM 7	DTR8
\bar{x}	4.153	4.160	4.108	3.722	4.344	4.311	4.300	4.444
S.D.	.576	.736	.706	.637	4.344	.509	.490	.534
MKM 1	1							
MKM 2	.762**	1						
MKM 3	.698**	.553**	1					
MKM 4	.619**	.563**	.500**	1				
MKM 5	.695**	.530**	.564**	.629**	1			
MKM 6	.559**	.267	.318	.369*	.560**	1		
MKM 7	.710**	.621**	.492**	.552**	.677**	.457**	1	
DTR	.300	.438**	.210	.408*	.182	.052	.234	1

Note: ** Statistical significance at the level of 0.01

From Table 4, showing Correlation Analysis, which can explain the relationship between independent variables by Hair et al., [6] explains that the joint relationship between independent variables should not exceed .80, which, if exceeded .80. Presumably that may occur multicollinearity, therefore, from this research, it is found that the correlations between the initial variables have the highest value equal to .76, which is less than .80 is considered to not occur multicollinearity. Variables can be used in multiple regression tests to test hypotheses.

Table 5

Results of Simple Regression Analysis

Variable	Dependent Variable	
	Decision to Rent Private Dormitory	
	β	S.E.
Product	.290	.181
Price	.434*	.170

Variable	Dependent Variable	
	Decision to Rent Private Dormitory	
Place	.213	.185
Promotion	.418*	.172
People	.178	.186
Physical	.027	.189
Process	.229	.184

*P < 0.05, ** P < 0.01

From Table 5, found that the marketing mix in terms of price and promotion is related to the decision to rent a private dormitory of Naresuan University students with statistical significance of 0.05 ($\beta = 0.434$) and ($\beta = 0.418$) respectively. Product, Place, People, Physical and process there is no relationship to the decision to rent a private dormitory of Naresuan University students. That is, the price is important to the student's dormitory decision. Due to the income the family of the student receives and the room rental fees that must be paid out are reasonable, worthwhile and effective. As for the promotion, it has an effect on the rental decision which is something that attracts attention and is a strategy that can make a difference to the dormitory. This is consistent with the research by Ramesh Koeri [13], says pricing strategy is important for most consumers before making a rental decision. Is consistent with the tenants' needs. Especially the monthly rental rate of the room. Various maintenance fees within the dormitory that the renter will consider first. That is suitable to meet the needs of the tenant and marketing promotion factors. Entrepreneurs need to create promotions that may help attract more consumers, whether it's free internet. Monetary discounts during important festivals.

Table 6
The hypotheses testing

Hypotheses	Hypothesis test results
H1	Not support
H2	Partial support
H3	Partial support

CONCLUSIONS

According to research on the factors affecting the decision to rent private dormitory of Naresuan University, Thailand, the majority of the respondents are 214 females, aged between 20 - 22 years, most of them are in the Faculty of Management and Information Science. 1st academic year, people of Phitsanulok province. Having an income not exceeding 5,000 baht.

The research found that demographic factors such as gender, age, faculty, academic year, domicile and income have no difference in the decision to rent private dormitory of Naresuan University.

The results of the study revealed that demographic factors are such as gender, age, faculty, academic year, domicile and income have different influences on the marketing mix

decisions. The research found that the different gender had different effects on the decision to choose the promotion, their different age had different place decision. Different faculty have different influences on price decision making and process. Different academic year affect the decision-making place process. Different domicile had different effects on the decision to choose marketing mix such as product, price, place, promotion, people, physical and process, different incomes affecting the decision to select different place.

The results showed that the price and promotion correlated with the decision to rent a private dormitory of Naresuan University students.

Suggestions for the next research. This research is quantitative research. In the future, data should be collected by other methods other than using questionnaires only. May be used to interview. Because each person may have different opinions from the given questionnaire. Which will result in the data being clear and more accurate and besides, there should be studies of factors affecting the decision to rent dormitory of other universities. Aside from the sample and different areas from the study. To be analyzed and compared the differences and consistency to find conclusions and be able to develop the business or deciding to do dormitory business in the future and study the market of tenants that are in working age. Study the needs to find the difference and used to develop and improve to meet the needs of tenants.

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