

**THE BEHAVIOR AND SATISFACTION OF TEACHERS AND  
STUDENTS TOURISM INDUSTRY AND HOSPITALITY  
MANAGEMENT MAJOR TOWARDS CENTRA BY CENTARA MARIS  
RESORT JOMTIEN HOTEL**

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**ABSTRACT**

This research study the behavior and satisfaction of lecturers and students in tourism and service industry management. towards the Centra by Centara Maris Resort Jomtien Hotel. The purpose is to study the behavior of teachers and students in Tourism Industry Management and Service towards the Centra by Centara Maris Resort Jomtien Hotel and to To study the satisfaction of teachers and students in tourism and service industry management towards the Centra by Centara Maris Resort Jomtien Hotel. Part 1 General information about respondents Most of the respondents were female, 22 years old, were students studying at a bachelor's degree, single status, and the main income per month was found that most were less than or equal to 10,000 baht. Part 2 analyzed from the behavioral data of service users. The results of the research are as follows: Most of the respondents came for a study visit. Come and relax at the hotel with your teacher/friend. Followed by colleagues Have come to use the service 1 - 3 times / year and often choose the Centra Superior room. The room rate for each time you have booked with most hotels is 1,001 - 2,000 baht, each stay is 1 - 2 nights. The vehicle used for leisure at the hotel is a tour bus/van. In addition, most choose hotels because they are modern and beautiful, followed by being close to tourist attractions and having complete facilities. The way to reserve accommodation is to book through a booking agent website. Most of the respondents knew through teachers/friends/acquaintances recommended, followed by booking agent websites. And most of the respondents will return to use the service again. Part 3 analyzed from customer satisfaction data Satisfaction of hotel staff's service and satisfaction of hotel facilities It was found that most of them had the total satisfaction at the highest level. Satisfaction of visitors to the guest service area found that most of them had the total satisfaction at the highest level. The top three satisfactions were the satisfaction of the atmosphere within the hotel. Room satisfaction found that most of them had the total satisfaction at the highest level. Reliability satisfaction found that most of them had the total satisfaction at the highest level.

**Keywords:** behavior, satisfaction, hotel, students

## **INTRODUCTION**

The hotel business is an important business and directly influences the expansion of tourism, which generates a large amount of income to the country. And has a tendency to continuously expand The hotel business is a type of service business, as Hurley and Esteiami (1998) stated that the key to the service is customer satisfaction. Therefore, it is considered the heart that should be considered the most.

COVID-19 has seriously affected the hotel business. The occupancy rate has dropped sharply and fluctuated. During the blockade period, the average occupancy rate has dropped to a low level. 10%, but after the epidemic began to ease, the government took measures to stimulate domestic tourism and opened the country at the end of 2021. The hotel business has recovered to about half of that before COVID-19. Due to the sharp decline in the number of tourists, the hotel business is facing more intense competition. And from foreign tourists to rely on Thai tourists, the per capita travel cost of Thai tourists is low Weera Weerasophon. (2021) Revenue adjustments include promotions, discounts, and giveaways. Adjust room packages to accommodate changing behaviors, such as groups. Stay, work groups, etc., and make money through other channels, such as focusing on food sales, and adjusting to alternative detention places. Quarantine or hospital and cost management adjustments, such as: Improve labor efficiency and adjust the number of labor force to adapt to the situation by using policies such as reducing working days or hours. Focus on hiring temporary staff, including skilled staff and multi taskers (Bank of Thailand).

The Centra by Centra Maris Resort Jomtien Hotel is another hotel of the Centra Group and has many tourist reservations. Because it is considered to be the hotel opposite Jomtien Beach, a student majoring in tourism and service industry management at Suan Sunandha Rajabhat University. Registered in the first year of the Tourism and Hospitality Fundamentals Course (TAH1201) Teachers have the opportunity to take students to visit the Central Maris Resort in Jomtien to learn and work from the real place. He also works in various areas of the hotel, such as teaching how to use tableware, opening wine bottle caps, and folding napkins (Nagin). Learn how to provide food for employees, know hotel room types, etc. The preliminary knowledge obtained from the above findings can be applied to future work. It makes researchers interested in studying the behavior and satisfaction of teachers and students in the field of tourism management and hotel service. Centra by Centra Maris Resort Jomtien provides information on quality improvement and improvement of Centra by Centra hotels. Maris Resolve Jomtien more accurately meets customer needs.

## **RESEARCH OBJECTIVE**

1. To study the behavior of teachers and students in Tourism and Service Industry Management towards Centra by Centara Maris Resort Jomtien.
2. To study the satisfaction of teachers and students in Tourism and Service Industry Management To Hotel Centra by Centara Maris Resort Jomtien

## RESEARCH FRAMEWORK

### Independent variable

1. Gender
2. Age
3. Status
4. Education level
5. Monthly income



### Variable based

#### The Behavior and Satisfaction of Instructors and Students in Tourism Industry Management and Services to Centra by Centara Maris Resort Jomtien Hotel in 5 Aspects

1. Employee satisfaction
2. Satisfaction with hotel facilities
3. Facility satisfaction
4. Room satisfaction
5. Reliability satisfaction



Behaviors and Satisfaction of Instructors and Students in Tourism Industry Management and Services towards Centra by Centara Maris Resort Jomtien Hotel

## RESEARCH REGULATIONS

This research on the behavior and satisfaction of teachers and students in Tourism Industry Management and Services towards the Centra by Centara Maris Resort Jomtien Hotel was collected and studied. The data was divided into 4 parts as follows.

Part 1 General information questionnaire of the respondents, including gender, age, education level, occupation, status and monthly income, totaling 6 items.

Part 2 Behavioral questionnaire of the respondents, namely the purpose of traveling for leisure. Person traveling with Frequency of vacation trips Type of room chosen The price of each room that has been booked length of stay Vehicles used for leisure travel Reason for choosing to stay Accommodation booking channels Through what channels do they know the hotel? And will come back to use the service again or not at Centra by Centara Maris Resort Jomtien, a total of 11 items.

Part 3 Respondent Satisfaction Questionnaire There are many questions, including the service of the hotel staff. Facilities The guest room, the guest room and the reliability of a total of 35 items.

Part 4 other suggestions.

## RESULTS

In this research study studying the behavior and satisfaction of lecturers and students in tourism and service industry management towards the Centra by Centara Maris Resort Jomtien Hotel, the researcher collected data from lecturers and service students. 200 sets of students in

tourism and service industry management through questionnaire-type research tools that have been validated and data from questionnaires have been analyzed through the Statistical Package for the Social Sciences: SPSS) and used percentage statistics (Percentage), mean, standard deviation (SD) and general data analysis. The analysis topics are divided as follows:

### **Part 1 Analyzes general information of respondents**

The general information of respondents is classified by gender, age, status, education level, occupation and main monthly income, and analyzed by frequency and percentage. You can do that.

The majority of respondents were women, accounting for 71.5%, followed by men 22% and other genders. accounting for 6.5%. It is found that the majority of respondents aged 22 are 75, accounting for 37.5%, followed by 21. 62 people 37.5%, followed by 37 people under 20 or 18.5%, followed by 17 people under 23 or 8.5% After the age of 24, 8 persons account for 4%, and 1 person accounts for 0.5% of the age of 24. The survey found that most of the respondents were studying for bachelor's degrees, 137, accounting for 68.5%, followed by 59. 29.5%, followed by 3 doctors (1.5%) and 1 master (0.5%). Most respondents 195 students (97.5%) and 5 teachers (2.5%) 145 single people, accounting for 72.5%, followed by 54 girlfriends, 27% and 1 married person, accounting for 0.5% of the main monthly income. The survey found that most respondents were less than or equal to 10,000 Baht, 116 or 58%, followed by 10,001-20,000 Baht. 72 persons 36%, followed by 20001-30000 baht, 7 persons or 3.5%, followed by 40000 baht or more, 3 persons or 3% 1.5 and 30001-40000 Baht 2 persons or 1%

### **Part 2 analyzed from the behavioral data of service users.**

Information on the behavior of teachers and students in tourism and service industry management towards the Centra by Centara Maris Resort Jomtien Hotel with the following research results:

The purpose is to relax in Central Maris Resort. 200 respondents found that: The majority of respondents were 104, accounting for 52%, followed by 89, accounting for 44.5%. And contact 7 business/conference people, accounting for 3.5% of your vacation in the Centra by Centara hotel. A total of 200 interviewees from Maris Resort Jomtien found that most of them had a rest in the hotel with their teachers/friends. 135 or 67.5%, followed by 33 colleagues, 16.5%, followed by 21 couples, or 10.5 Next, 8 people travel alone, accounting for 4%, and 3 people travel with their families, accounting for 1.5%. Centra by Centra Maris Resort Jomtien 187 people travel 1-3 times a year, accounting for 93.5%, followed by 4-6 times/year, 10%, followed by 10 times/year 2 persons (1%) and 7-10 times/year (0.5%) The 200 respondents of Centra by Centara Maris Resort found that most of them chose the Centra Superior Room. 59 people, accounting for 29.5%, followed by 48 luxury rooms, accounting for 24%, followed by 46 central family rooms, accounting for 4%. 23 Next is 31 people in suites or 15.5%, followed by 10 people in extra beds or 5% and superior rooms 6 people or 3% of the room rate you booked at Centra by Centara Maris Resort A total of 200 people found that the majority of respondents were THB 1001-2000, 93 people, accounting for 46.5%, followed by THB 2001-3000. 57 or 28.5%, followed by less than or equal to 1000 Baht, 35 or 17.5%, followed by 3001-4000 Baht. 9 (4.5%), more than 4000 Baht, 6 (3%) 200 respondents from the Centara

Maris Resort Jomtien found that 162 respondents were from the majority of respondents who stayed for 1-2 nights, accounting for the percentage of respondents. 81 33 people or 16.5% from the second to the third night, 3 people or 1.5% from the third to the fourth night, more than 4 nights 2 people or 1% of the vehicles are used to relax in the Central Maris Resort A total of 200 people found that the majority of respondents used 129 buses/vans, accounting for 64.5%, followed by private cars. 64 people (32%) and 7 private motorcycles (3.5%) A total of 200 respondents to Maris Resort Jomtien found that most of the respondents' hotels were very beautiful, with 91 people. 45.5%, followed by 39 economical rooms, accounting for 19.5%, followed by tourist attractions with complete facilities. 30 (15%) and 2 (1%) A total of 200 respondents in Resort found that most of them booked 84 people through the booking agency website. 42%, followed by 65 or 32.5%, followed by 21 or 10.5 Book 13 people or 6.5% through the hotel call center, followed by 10 people or 10% at the counter 5 followed by 4 people (2%) and 3 people (1.5%) booking via email A total of 200 respondents from Maris Resort Jomtien found that most of them met through teachers/ friends/ acquaintances. 128 or 64%, followed by 37 or 18.5%, followed by booking agency website 16 people, accounting for 8%, followed by 8 people's brochures and hotel websites, accounting for 4%, located near the hotel. 3 people or 1.5% returns to Central Maris Resort 200 people found that the majority of 197 respondents (98.5%) returned to the service, and 3 (3%) did not return to the service. 1.5%

### Part 3 analyzed from customer satisfaction data

In analyzing the satisfaction data on using Centra by Centara Maris Resort Jomtien Hotel, it is divided into various topics. Research results found that

**Table 1** Satisfaction of customers who use the service of hotel staff

Assessment topic	Satisfaction		meaning
	$\bar{x}$	S.D.	
<b>-Accurate check-in and check-out</b>	4.33	0.71	Most satisfied
<b>-The staff are well dressed.</b>	4.40	0.67	Most satisfied
<b>-The staff spoke very politely, very politely.</b>	4.37	0.70	Most satisfied
<b>-The staff will correctly inform the reservation information.</b>	4.38	0.72	Most satisfied
<b>-Staff provide hotel information Very good.</b>	4.38	0.69	Most satisfied
<b>-Employees can solve problems well.</b>	4.31	0.71	Most satisfied
<b>-Good communication skills</b>	4.34	0.72	Most satisfied
<b>-Welcome employees</b>	4.42	0.70	Most satisfied
<b>-Smiling and friendly employees</b>	4.42	0.66	Most satisfied
<b>-There are enough employees to take care of customers.</b>	4.34	0.69	Most satisfied
<b>- Staff are available 24 hours a day.</b>	4.34	0.71	Most satisfied
<b>Total Average</b>	<b>4.36</b>	<b>0.70</b>	<b>Most satisfied</b>

From Table 1, the customer satisfaction of Centra by Centara Maris Resort Jomtien in terms of service of hotel staff. It was found that most of them had the total satisfaction at the highest

level  $\bar{x} = 4.36$ . The first three satisfaction were the satisfaction of the hospitality of employees and smiling staff  $\bar{x} = 4.42$  followed by the dressing staff. Physically polite, beautiful  $\bar{x} = 4.40$ , followed by staff informing booking information correctly and staff giving good information about the hotel  $\bar{x} = 4.38$  and the least satisfied is staff can fix The problem is very well  $\bar{x} = 4.31$  respectively.

**Table 2** Satisfaction of users in terms of hotel facilities

Assessment topic	Satisfaction		meaning
	$\bar{x}$	S.D.	
<b>-Reception area</b>	4.47	0.61	Most satisfied
<b>-The conference room/banquet hall is fully equipped</b>	4.42	0.69	Most satisfied
<b>-Fitness/swimming pool/spa</b>	4.45	0.64	Most satisfied
<b>-Security system</b>	4.45	0.66	Most satisfied
<b>-Hotel shuttle service</b>	4.37	0.67	Most satisfied
<b>-Guest Restaurant</b>	4.46	0.64	Most satisfied
<b>-Laundry service</b>	4.28	0.68	Most satisfied
<b>-First aid in case of emergency</b>	4.39	0.67	Most satisfied
<b>-Internet access (Wi Fi)</b>	4.46	0.64	Most satisfied
<b>-There are enough parking lots.</b>	4.41	0.70	Most satisfied
<b>Total Average</b>	<b>4.41</b>	<b>0.66</b>	<b>Most satisfied</b>

From Table 2, the customer satisfaction of Centra by Centara Maris Resort Jomtien in terms of hotel facilities. It was found that most of them had the highest level of total satisfaction  $\bar{x} = 4.41$ . The first three satisfaction were the satisfaction of the guest reception area  $\bar{x} = 4.47$  followed by the dining room. Guest and internet signal (Wifi)  $\bar{x} = 4.46$ , followed by fitness / swimming pool / spa and security system  $\bar{x} = 4.45$  and the least satisfaction is laundry service  $\bar{x} = 4.28$  respectively.

**Table 3** Satisfaction of users in terms of guest space

Assessment topic	Satisfaction		meaning
	$\bar{x}$	S.D.	
<b>-The guest rooms are clean, beautiful and modern.</b>	4.37	0.69	Most satisfied
<b>-Exquisite decoration</b>	4.39	0.75	Most satisfied
<b>-Near tourist attractions</b>	4.39	0.69	Most satisfied
<b>-Odour interference</b>	4.22	0.89	Most satisfied
<b>-There are enough toilets to meet the demand.</b>	4.41	0.70	Most satisfied
<b>-Inside the hotel</b>	4.45	0.70	Most satisfied
<b>Total Average</b>	<b>4.37</b>	<b>0.73</b>	<b>Most satisfied</b>

From Table 3, the customer satisfaction of Centra by Centara Maris Resort Jomtien in terms of guest accommodation. It was found that most of them had the total satisfaction at the highest level  $\bar{x} = 4.37$ . The first three satisfaction were the satisfaction of the hotel atmosphere  $\bar{x} = 4.45$  followed by having enough bathrooms to meet the needs  $\bar{x} = 4.41$ , followed by beautifully decorated places and locations close to tourist attractions  $\bar{x} = 4.39$  and the least satisfying was various disturbing smells  $\bar{x} = 4.22$  respectively.

**Table 4** Satisfaction of guests using room services

Assessment topic	Satisfaction		meaning
	$\bar{x}$	S.D.	
<b>-Standard size</b>	4.39	0.67	Most satisfied
<b>-Guestroom facilities are complete</b>	4.40	0.73	Most satisfied
<b>-Bathroom sanitary ware</b>	4.39	0.72	Most satisfied
<b>-Beautiful design and decoration</b>	4.44	0.71	Most satisfied
<b>Total Average</b>	<b>4.40</b>	<b>0.71</b>	<b>Most satisfied</b>

From Table 4, the satisfaction of customers using Centra by Centara Maris Resort Jomtien in terms of rooms found that most of them had the total satisfaction at the highest level  $\bar{x} = 4.40$  by satisfaction. The first three were satisfied with the design and decoration  $\bar{x} = 4.44$ , followed by rooms with complete facilities  $\bar{x} = 4.40$  and the least satisfaction was rooms with standard size and sanitary ware in the bathroom.  $\bar{x} = 4.39$  respectively.

**Table 5** Satisfaction of trust users

Assessment topic	Satisfaction		meaning
	$\bar{x}$	S.D.	
<b>-Customer information security system</b>	4.40	0.67	Most satisfied
<b>-Measures to prevent COVID-19</b>	4.40	0.68	Most satisfied
<b>-Reputation and reliability</b>	4.42	0.70	Most satisfied
<b>-Accept accurate payment</b>	4.44	0.72	Most satisfied
<b>Total Average</b>	<b>4.41</b>	<b>0.69</b>	<b>Most satisfied</b>

From Table 5, the customer satisfaction of Centra by Centara Maris Resort Jomtien in terms of credibility. It was found that most of them had the total satisfaction at the highest level  $\bar{x} = 4.41$ . The first three satisfactions were the satisfaction of accepting payments with accuracy  $\bar{x} = 4.44$ , followed by having Reputation and credibility  $\bar{x} = 4.42$  and the least satisfaction is customer data security protection and measures to prevent the spread of COVID-19  $\bar{x} = 4.40$  respectively.

#### Part 4 Analyzing other recommendations

1. The original service time of the swimming pool should be changed to a longer service time.
2. Car rental service should be provided to facilitate guests, because the hotel entrance is deep.

## DISCUSS THE RESULTS OF THE STUDY

Study the behavior and satisfaction of teachers and students in tourism management and hotel industry towards Centra hotel Findings from the study of The Central Maris Resort Jomtien, Part 1: General information findings of gender respondents, most respondents They are women. Most of the respondents are 22 years old. They are currently studying for a bachelor's degree and are single students. The main monthly income is mostly less than or equal to 10000 Baht. The second part is based on user behavior data and research results for analysis. Therefore, most interviewees come to study and rest in hotels with teachers/friends, followed by colleagues. There are 1-3 trips per year, usually in the Centra Superior Room. The room rate when you book in most hotels. 1001-2000 THB, 1-2 nights per stay. In addition, most of them choose the hotel because it is beautiful and modern, followed by its proximity to tourist attractions and complete facilities. The booking channel is through the booking agency website. Most respondents know about it through teachers/friends/acquaintances, followed by Represent the website booked. Most respondents will use the service again. Part 3 analyzes user satisfaction data. Satisfaction of hotel staff with service and hotel facilities It is found that most people have the highest satisfaction, consistent with Apiradee Netirangsriwatchara, et al. (2021),. The six human resource management factors studied can explain the changes in job satisfaction; and Loyalty of hotel staff Guest satisfaction found that most of them were the most satisfied. The first three types of satisfaction are the satisfaction of hotel atmosphere. It is found that most rooms are the most satisfied. It is found that most of them are satisfied with reliability. In addition, Natakorn Maneeborrirak and Nuttapon Punpugdee (2021), Service recovery strategy is closely related to service recovery satisfaction and equity awareness. Fairness awareness is closely related to service restoration and the willingness of Pimchonok Somkhuang et al. (2022) Standardization and Confidence in the Service of Small Hotels in Bangkok after the COVID-19 Situation. Provide service knowledge and skills to employees in the organization, obtain services, provide appropriate support services, communication, and security. Internal staff control, customer care and service preparation.

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