

Influencing factors on performance for three stars hotel in Bangkok, Thailand

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ABSTRACT

The research objectives represented with 1) to study the marketing, innovation management, product development and performance on three-star hotels in Bangkok 2) To study influencing factors on performance of three-star hotels in Bangkok. This research represented the quantitative approach on the 384 tourists who accommodate in three-star hotels in Bangkok. The research instrument represented the questionnaire and data collecting form the samples that accommodated in the selected three-star hotels. The data analysis represented descriptive statistical approach by percentage, mean and standard deviation, the statistical multiple regression analysis. The research finding found that the marketing, innovation management, product development exactly related with the performance on the three-star hotels selection, the crucial marketing innovation management, product development factors represented on performance.

Keyword: Marketing mix, four-star hotels, decision making

1. Introduction

The hotel business has special characteristics and specificities of the business as well as being delicate in its operations. It is a business that operates to the satisfaction of tourists or guests, who are customers of the business. Therefore, we must give importance to both care and attention. In addition, the business side must consider marketing. Various innovation developments Developing products to meet the needs of residents, which are important issues that should be considered in business operations will change rapidly according to various environments. The appropriateness of local culture that tourists should receive Sufficient suitability for serving tourists All of these are things that tourism businesses must focus on in developing their business for success. However, tourist groups and local people may become both products and specific services that are produced mainly to serve tourists.

From the study of tourism volume, it was found that the number of foreign tourists coming to travel in Thailand is currently greatly increased after the COVID-19 outbreak has passed. Most of the tourists are foreigners coming from all continents. The tourism income of such tourists is more than two trillion baht per year, which if averaged per person, the spending per person will be very high. per trip 1 time. This is considered to be a very small amount of expense when compared to the quality and beauty of the tourist attractions and various facilities. In addition, the readiness of businesses that can accept groups of tourists. This is considered to be a very small amount of expense when compared to the quality and beauty of the tourist attractions and various facilities. In addition, the readiness of businesses that can accept groups of tourists. This

is considered to be a very small amount of expense when compared to the quality and beauty of the tourist attractions and various facilities. In addition, the readiness of businesses that can accept groups of tourists. Tourists who spend more than 3 days traveling by tourists in this group will be mixed together. In addition, tourists from the high-income group. Therefore, if a business considers classifying tourists who have the ability to spend large amounts of money on each trip and then finds appropriate management methods. It will allow the business to earn a lot more income without increasing the number of tourists. Therefore, businesses should consider various strategies. that will be applied to the business in order to make the hotel business successful

Bangkok has many outstanding tourist attractions, especially historical and cultural, each with its own distinctive beauty. Some places have beautiful paintings. Some places have beautiful art, some have beautiful architecture, which is what attracts both Thai and foreign tourists to come and see. There are also various performance elements as an incentive for tourists. In some places, tourists are attracted by various rituals that make tourists feel comfortable and relaxed. Some of them are ancient cultural sites that are very beautiful. All of these things have a positive effect on the hotel business. Tourists who come to Bangkok must stay in hotels, which is a good opportunity to develop hotels and products to meet the needs of tourists.

Another important problem is the hotel business still lacks the use of innovation, causing the business to lack the ability to reach high quality tourists, an important group of business customers who will generate a high income for the business which is an issue that the hotel business must pay attention to, even though it is not equal to other strategies. Therefore, the hotel business must try to find innovative management strategies to be able to reach the tourist group. This is an issue that the tourism business always faces. If this issue can be solved, it will make the tourism business successful in its operations. Even though they are able to reach a group of tourists, tourists still have to consider the cost that they will have to pay and the value that they will receive from using the services of a travel company.

Research Objectives

The research objectives are as follows.

1. To study the marketing, innovation management, product development and performance on three-star hotels in Bangkok
2. To study influencing factors on performance of three-star hotels in Bangkok.

2. Literature Review

Results of Business Operations According to the theory of competition, in order to operate a business successfully, the entrepreneur must cause the business to grow its market share. Profit growth and sales growth are considered continuously for three years or more. In addition, customers must be satisfied by having no complaints about products and services and returning to repeat services. It has been told to other customers to use the service. Businesses must also consider the efficiency and effectiveness of their operations. The three principles of competition theory are detailed below. (Kotler & Keller, 2016).

Business growth: the growth of the tourism business according to the theory of competition states that Business growth must be continuous every year for at least three consecutive years, with clear measures of growth every year. Businesses must have clear plans and strategies that will lead to the success of the business in a clear manner. There are also key points that indicate whether a business is successful or not, including having a business with consistent profits, revenue, and market share over a three-year period. The details are as follows. (Tsao et al., 2016; Tseng et al 2019)

Profitability growth to grow your business with high profits, most businesses will look at the overall performance for at least three years and every year must have a consistent increase in revenue. So that the results are accepted as having good results. Consideration of organizational profits is divided into 3 areas: 1) Having lower marketing costs, 2) Having increased sales volume, and 3) Having lower sales expenses. In general, marketing profit must be considered. The organization must consider it in the same way as measuring market growth, that is, continuously measure profit together over a period of 3 years in order to be able to say that the organization has marketing profit. That's good. This result is the result of the organization has good marketing management. (Porter,1990; Wang, 2016; Victoria, 2015, Kerdpitak, 2022)

Market share to businesses with a continuously increasing market share require that the business must have clear results and work goals. The theory of competition states that in order for a business to be successful by having an increased market share, the business must give importance to the continuous development of the business's competitive strategy and strictly practice it at all times. (Porter, 1985; Porter, 1990)

By coordinating with related businesses both horizontally and vertically. The result of such cooperation must come from having a good business relationship before. There is development of marketing innovations. Innovation is used to add new customers and new forms of marketing activities are always organized. Business organizations must have clear operational goals that will lead to results. In addition, attention must be paid to the outcome of the ongoing relationship between the organization and its customers.

The way that an organization can maintain its market share and be able to beat its competitors in the market is by creating higher service capabilities and providing more than the existing competitors. From studying the principles of Time-based competition, that is, business organizations must reduce time in their work processes. To achieve a faster response for example, in answering questions in the management process, product formats can be adjusted according to needs. To get products that meet the needs of tourists because the needs of tourists are constantly changing. Businesses must adjust their business policies accordingly. (Pennington-Gray, 2014) New ways of working must be adjusted in order to be able to bring new products to customers faster than competitors and with better quality than competitors to meet the needs of tourists. Products that are tourism activities, what must satisfy the needs of customers is the freshness of the tour program. Good food suitable for the season local food If customers are satisfied, they will come back to use the service again. This will be a measure of the organization's results in terms of responding to customer satisfaction. You can also spread the word to other travelers. Moreover, there are no complaints from tourists. (Heskeet et al., 2014; Pennington-Gray, 2014; Sydnor-Bouso, 2018)

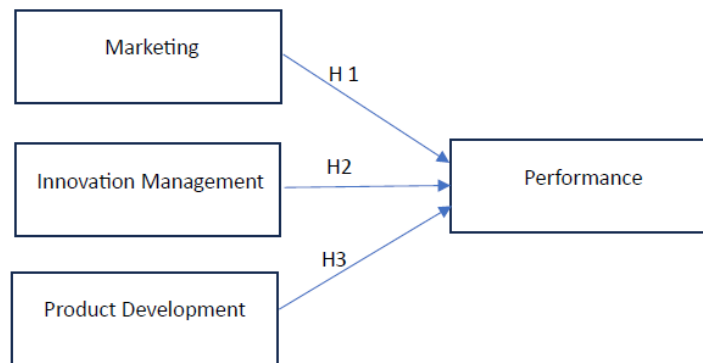


Figure 1 Conceptual Framework

3. Methodology

This research uses quantitative research. The population is tourists staying in 3-star hotels in Bangkok. There are many three-star hotels and hotel stay rotate daily. Therefore, the exact population size is unknown. Therefore, the sample size was determined using W.G. Cochran's formula, resulting in a sample size of 384 people from an unknown population. Using 95 percent confidence and 5 percent error, allocated in proportion to the number of third-level hotels. The sample selection was to select 6 three-star hotels with tourist arrivals not less than 90 percent every day. Then the questionnaires were distributed to 64 people per hotel, choosing to distribute them every Monday and Wednesday for 1 month. The research tool is a questionnaire and collects data from a sample of people staying in the selected hotels. Data analysis used descriptive statistics using percentages, means, and standard deviations. Statistical analysis used correlation coefficient and multiple regression analysis.

4. Results

The results of the study of Influencing factors on performance for three stars hotel in Bangkok, Thailand are as follows:

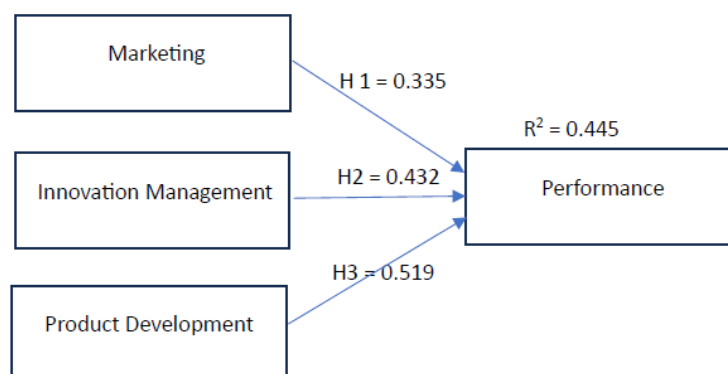


Figure 2 Results of path analysis

Research hypothesis testing

The researcher formulates research hypotheses for testing in accordance with the route equation according to the route analysis model with the following equations and assumptions:

$$PER = \beta_0 + \beta_1 MAR + \beta_2 INM + \beta_3 PRD + \zeta_1 \dots \dots \dots (1)$$

Hypothesis 1 Marketing has a positive impact on performance

Hypothesis 2 Innovation management has a positive impact on performance

Hypothesis 3 Product development has a positive impact on performance

Table 4.1 Hypothesis Testing Results

Path	Path Coefficient	T-stat	P-value	Hypothesis
H1: Marketing → Performance	0.335	3.881**	0.000	Support
H2: Innovation management → Performance	0.432	5.223**	0.000	Support
H2: Product development → Performance	0.519	4.871**	0.000	Support

5. Conclusion

The results of the study according to objective 1 found that in the present condition, marketing, innovation management product development and business results of the three-star hotel business in Bangkok It has been put into practice at the highest level. It can be said that in order for a three-star hotel business to be successful, it must give importance and practice in the marketing organization. Innovation management and product development If a three-star hotel uses these points in its hotel, it will make the hotel have good business results.

The results of the study according to objective 2 found that marketing, innovation management new product development has a direct influence on the business performance of three-star hotels in Bangkok with a significance level of 0.05, the results of the study can confirm that the management of three-star hotels is effective. Hotels must focus on innovation management, marketing and product development. As a result, three-star hotels will have consistently good business results.

Acknowledgement

This research was completed with courtesy from Suan Sunandha Rajabhat University and all university administrators, especially Associate Prof. Dr. Luedech Girdwichai, who had supported this research and would like to thank all informants for sacrificing their valuable time in answering questionnaires and researcher interviews. In addition thank you to Associate Prof. Dr. Chutikan Sriviboon, the rector of Suan Sunandha Rajabhat University for the benefit and valuable experience to the researcher.

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