PRODUCT QUALITY, INNOVATION PRODUCTS AND AFTER-SALE SERVICE OF GOLD AND JEWELRY PRODUCTS OF CHINESE TOURISTS

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ABSTRACT

The research investigated the role of quality products, innovative products, after-sales service, security, and purchase intention of the travel Agency in Beijing. The conceptual framework was developed from the literature review, survey, and other contemporary research in marketing management. Accordingly, the researchers consider the importance of quality products, innovative products, after-sales service, security, and purchase intention. In this, the researchers employed the quantitative research approaches. The instruments of research were the steps of a questionnaire. Data were collected from 385 people who came to Thailand to buy gold and jewelry design in Bangkok. The data collected were analyzed using descriptive statistics as mean, standard deviation, and percentage based on observing the actual quality products, innovative products, after-sales service, security, and purchase intention. Findings are applications of quality products, innovative products, after-sales service, security, and purchase intention are high-level.

INTRODUCTION

Currently, the gold and diamond jewelry industry encounters human resource management problems in business development, such as severe loss of high-quality employees, shortage of skilled workers, and uneven personnel retention. In addition, the lack of personnel with backgrounds in production and management after the COVID-19 virus outbreak has resulted in the loss of employees in the gold and diamond jewelry industry becoming more serious. Many practitioners need clarification about their improvements, and employee satisfaction is declining. It is urgent to improve the human resource management level of the service industry. (Chen, 2016; Deng, Zhao, 2012; Dolezal, 2015; Sribenjachoti et al., 2010; Victor, 2014; Tongtawat, Chaokiritipong and Wongnaya, 2007). Under the current severe development situation, the continuously increasing quality of Chinese customer service can determine the future of the enterprise. Product development for better quality products, production innovation, after-sales service, and customer safety are key issues to help enterprises. Explore issues, problems, and coping strategies of competition in the gold and diamond jewelry industry from the point of view of customer satisfaction, which will help organizations Develop and improve product management, production innovation, and after-sales service to promote the enterprise's long-term development. (Chen, 2016; Deng and Zhao, 2012, Dolezal, 2015).

METHODOLOGY

In the study of product quality, innovative products, and after-sale service of gold and jewelry products of Chinese tourists, the researcher has studied documents, text books, concepts, theories, and related research consistent with the study's objectives. This research is quantitative research in the format is survey research. The research tool was a questionnaire. Instrument-based interviews collected data. The scope of t h e population is Chinese tourists who come to buy gold and jewelry in Thailand which the researcher did not know the exact

number during the research. The researcher chose the top Jewelry in serving foreigners 5 Jewelry in Bangkok, Thailand, including Bangkok gem store, Siam Well, A&P Jewelry, Ananta Fine Jewelry, and Momo Gems from 1 May -1 June 2023. The sampling is 385 people by the formula W.G. Cochran (1953). The selected sample used in this study was for Chinese spa tourist who come to Bangkok, Thailand, and use only 10 spas on Mondays, Wednesdays, and Fridays for 4 weeks in May 2023, but the exact population was unknown. Therefore, a calculation method was used using the formula W.G. Cochran (1953) at a confidence level of 95% with a tolerance of ± 5%. The data analysis used Quality products, innovation products, after-sales service, security, and purchase intention of Chinese tourists in Bangkok Thailand the mean ($\overline{X}$) and the standard deviation (S.D.) were analyzed using a 5-interval approximation scale to count and weight each performance level and the performance level of the sample group of respondents by assigning numbers instead of weights. The researcher used a 5-level estimation scale by choosing the Likert method and at each level.

RESULTS

This paper aims to study Product Quality, Innovation Products, and after-sales service of Gold and jewelry products of Chinese Tourists, and then provide some optimization ideas of purchase intention. We used a quantitative study approach. The instrument used in the study was a questionnaire survey. Researchers collected the data with a sample group of 385 samples.

Part 1 Personal Characteristics of Chinese Tourists in Thailand.
Table 4.1 Personal Characteristics of Chinese Tourists in Thailand

Characteristics of Chinese tourist	Number (n=385)	Percentage
1. Gender		
- Male	229	59.48
- Female	156	40.52
2. Age		
- 18 - 25 Year	112	29.09
- 26 – 35 year	64	16.62
- 36 – 45 year	124	32.21
- More than 46 year	85	22.08
3. Marital status		
- single	127	32.99
- married	139	36.10
- divorced	119	30.91
4. Degree of education		
- lower than bachelor's degree	117	30.39
- Bachelor's degree	126	32.82
- Graduated	142	36.79
5. Working time		
- 1-3 years	119	30.91
- 4-6 years	189	49.09
- More than 7 years	77	20.00
6. Monthly income	-	
- 1000-3000 Yuan	125	29.09
- 3001-5000 Yuan	148	38.44
- 5001-8000 Yuan	112	32.47

From Table 4.1, the perspective of gender, males are significantly higher than females, accounting for 59.48 percent, and females 40.52 percent.

Regarding the age of Chinese tourists, the highest proportion was 36-45 years old, accounting for 32.21%, followed by Chinese tourists aged 18-25 years and Chinese tourists aged 26-35 years, accounting for 29.09% and 16.62%, respectively, and Chinese tourist over 46 years old. Representing 22.08% said that Gold and Jewelry Chinese tourists who responded to the survey were generally middle-aged.

Regarding marital status, 32.99% were single, 30.91% were divorced, and 36.10% were related to the age distribution. The company had many young Chinese tourists.

From the perspective of educational background, Chinese tourists in Thailand generally have lower than bachelor's degree, Bachelor's degree, and postgraduate accounting for 30.39, 32.82 and 36.79% respectively.

From the perspective of working years, the Chinese tourists in Thailand are generally in the range of 1-3 years, 4-6 years of employment, accounting for 30.91 and 49.09 respectively, and the employees who have worked for more than 7 years also account for a particular proportion, 20.00%.

In terms of monthly income, 38.44% of Chinese tourists have a monthly payment of 3000-5000 Yuan, 32.47% of Chinese tourists have a monthly income of 5000-8000 Yuan, and only 29.09% of Chinese tourists have a monthly income of 1000-3000 Yuan, indicating that the average monthly payment of Chinese tourist has basically reached the middle-income level.

Part 2 Opinion level results on factors influencing purchase intention in the Gold and Jewelry of Chinese tourists in Thailand.

4.2 Objective 1: To study quality products, innovative products, after-sales service, security, and purchase intention of Gold and Jewelry products of Chinese tourists in Thailand

4.2 Quality Product
Table 4.2 The level of opinion about the Quality product

Quality product	Mean	S.D.	Level	Rank
1. The shop always controls the quality of gold and diamond jewelry to meet standards.	3.677	.654	high	5
2. The store has a standard product placement that does not deceive customers.	3.917	.672	high	2
3. The stores have product designs that meet the same standards as foreign countries.	3.878	.563	high	3
4. Shops regularly participate in trade shows to keep their products up-to-date at all times.	3.784	.699	high	4
5. The store has a study visit abroad to get products that are always new and modern.	3.997	.665	high	1
Total	3.851	.651	high	

From Table 4.2, the mean and standard deviation of the opinion level of the quality product variable is at a high level, with the mean value at a higher level being 3.851. Comprehensive from all aspects, the average of the highest side is "The store has a study visit abroad to get products that are always new and modern", high-level average of 3.997, followed by "The store has a standard product placement that does not deceive customers "high level of an average of

3.917, the last is "The shop always controls the quality of gold and diamond jewelry to meet standards", the average is 3.677, in the medium level.

4.3 Innovation Product

Table 4.3 the level of opinion about Innovation product

Innovation product	Mean	S.D.	Level	Rank
1. The store has a product design that focuses on product development to be beautiful.	3.772	.631	high	5
2. The store has a design that focuses on durability and is equal to foreign products.	3.989	.676	high	2
3. The shop uses technology in design and production, such as gold designs, and diamond cutting.	3.983	.668	high	3
4. The shop uses standard gold ingredients and is exceptionally durable.	3.821	.659	high	4
5. The store has a hook design that is firm and safe, not easy to fall off.	4.198	.668	high	1
Total	3.952	.664	high	

From Table 4.3, the mean value and the standard deviation regarding the opinion level affecting the innovation product are at a high overall story, with the mean value at a higher level being 3.952. From the various aspects of the variables involved, we found that the highest average is "The store has a hook design that is firm and safe, not easy to fall off." (4.198), at a high level, followed by "The store has a design that focuses on durability and is equal to foreign products" (3.989), at a high level, the lowest is "The store has a product design that focuses on product development to be beautiful" the average of 3.722, in the same high level.

4.4 After sales service

Table 4.4 the level of opinion about after sales service

After-sale service	Mean	S.D.	Level	Rank
1. The shop offers a repair service for the purchased product that has been damaged after multiple uses.	3.611	.545	medium	5
2. The store has designed products for each specific customer.	3.999	.665	high	2
3. The shop has a service to clean the products to always look new.	3.843	.632	high	3
4. The shop has a cleaning service with equipment that meets good standards.	3.681	.659	high	4
5. The store has designed new products so as not to repeat the existing ones that customers have before.	4.114	.658	high	1
Total	3.850	.632	high	

From Table 4.4, the mean and standard deviation of the opinion level of the after-sale service variable is at a high level, with the mean value at a high level being 3.850. Comprehensive from all aspects, the average of the highest side is " The store has designed new products so as not to repeat the existing ones that customers have before" high-level average of 4.114, followed by "The store has designed products for each specific customer.", high level of an average of 3.999, the last is " The shop offers a repair service for the purchased product that has been damaged after multiple uses" the standard is 3.611, in the high level

4.5 Security
Table 4.5 the level of opinion about Security

Security	Mean	S.D.	Level	Rank
1. The store has a highly secure location that is invisible to outsiders.	3.986	.613	high	3
2. The store has a security system that can be connected carefully and trustworthy.	3.875	.664	high	4
3. The store is designed to store products safely.	3.734	.656	medium	5
4. The store has a safe financial system for buyers and sellers.	3.997	.579	high	2
5. The store has a package design that is safe for the product.	4.295	.664	high	1
6. The store has a product design that can prevent theft sufficiently.	3.711	.578	high	6
Total	3.933	.626	high	

From Table 4.5, the mean and standard deviation of the opinion level of the variable remuneration is at a high level, with the mean value at a higher level being 3.933. Comprehensive from all aspects, the average of the highest side is "The store has a package design that is safe for the product", high-level average of 4.295, followed by "The store has a financial system that is safe for both buyers and sellers", high level of an average of 3.997, the last is "The store has a product design that can prevent theft sufficiently", the standard is 3.711, in the medium level

4.6 Purchase Intention
Table 4.6 The level of Opinion about the Purchase Intention

Purchase Intention	Mean	S.D.	Level	Rank
1. Customers have planned in advance to buy gold jewelry and jewelry for a long time.	3.876	.632	high	3
2. The customer has already thought and selected the design of gold jewelry and jewelry in mind.	4.147	.621	high	1
3. Customers sacrifice their precious personal time to buy gold and jewelry.	3.981	.588	high	2
4. Customers use their personal vacations to come and buy gold jewelry and jewelry.	3.812	.632	high	4

Purchase Intention	Mean	S.D.	Level	Rank
5. Customers prepare a large amount of money to buy gold and jewelry.	3.789	.675	high	5
Total	3.921	.630	high	

From Table 4.6, the mean and standard deviation of the opinion level of the purchase Intention variable is at a high level, with the mean value at a higher level being 3.921. Comprehensive from all aspects, the average of the highest side is The customer has already thought and selected the design of gold jewelry and jewelry in mind before ", a high-level average of 4.147, followed by "Customers sacrifice their precious personal time to buy gold and jewelry", high level of an average of 3.981, the last is "Customers prepare a large amount of money to buy gold and jewelry", the average is 3.789, in the medium level

4.7 The factors affecting the overall
Table 4.7 the level of opinion about the factors affecting the overall

Variable	Mean	S.D.	Level	Rank
1. Quality product	3.851	.651	medium	4
2. Innovation product	3.952	.664	high	1
3. After sale service	3.852	.632	high	2
4. Security	3.933	.626	high	5
5. Purchase Intention	3.921	.630	high	3
Total	3.901	.641	high	

As seen in Table 4.8, the mean and standard deviation of opinion levels regarding factors affecting purchase intention are at a high overall story, with a higher-level mean of 3.901. From each variable, we found that the highest average was Innovation product (3.952), at a high level, followed by after-sale service (3.852), and the lowest was Security, with an average of 3.933.

CONCLUSION

(1) The level of opinion about the factors affecting the overall
The mean and standard deviation of opinion levels regarding factors affecting purchase intention are at a high general level, with a higher-level mean of 3.901. From each variable, we found that the highest average was Innovation product (3.952), at a high level, followed by after-service (3.852), and the lowest was Security, with an average of 3.933
(2) Quality Product
The mean and standard deviation of the opinion level of the quality product variable is at a high level, with the mean value at a higher level being 3.851. Comprehensive from all aspects, the average of the highest side is " The store has a study visit abroad to get products that are always new and modern", high-level average of 3.997, followed by "The store has a standard product placement that does not deceive customers "high level of an average of 3.917, the last is " The shop always controls the quality of gold and diamond jewelry to meet standards", the average is 3.677, in the medium level.

(3) Innovation Product

The mean value and the standard deviation regarding the opinion level affecting the innovation product are at a high overall story, with the mean value at a higher level being 3.952. From the various aspects of the variables involved, we found that the highest average is "The store has a hook design that is firm and safe, not easy to fall off." (4.198), at a high level, followed by "The store has a design that focuses on durability and is equal to foreign products" (3.989), at a high level, the lowest is "The store has a product design that focuses on product development to be beautiful" the average of 3.722, in the same high level.

(4) After-sales service

The mean and standard deviation of the opinion level of the after-sale service variable is high, with the mean value at a high level of 3.850. Comprehensive from all aspects, the average of the highest side is "The store has designed new products so as not to repeat the existing ones that customers have before" high-level average of 4.114, followed by "The store has designed products for each specific customer.", high level of an average of 3.999, the last is " The shop offers a repair service for the purchased product that has been damaged after multiple uses" the standard is 3.611, in the high level

(5) Security

The mean and standard deviation of the opinion level of the security variable is at a high level, with the mean value at a higher level being 3.933. Comprehensive from all aspects, the average of the highest side is "The store has a package design that is safe for the product", a high-level average of 4.295, followed by "The store has a financial system that is safe for both buyers and sellers", high level of an average of 3.997, the last is "The store has a product design that can prevent theft sufficiently", the standard is 3.711, in the medium level

(6) Purchase Intention

The mean and standard deviation of the opinion level of the purchase Intention variable is at a high level, with the mean value at a higher level being 3.921. Comprehensive from all aspects, the average of the highest side is The customer has already thought and selected the design of gold jewelry and jewelry in mind before "a high-level average of 4.147, followed by "Customers sacrifice their precious personal time to buy gold and jewelry", high level of an average of 3.981, the last is "Customers prepare a large amount of money to buy gold and jewelry", the average is 3.789, in the medium level.

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