

The Influencing Factors of Tourist Satisfaction for Chinese Spa Tourism in Thailand

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ABSTRACT

The research was to investigate actual Influencing Factors of Tourist Satisfaction for Chinese Spa Tourism in Thailand. The conceptual framework was developed from the literature review and survey in the area and other contemporaneous research in marketing management. Accordingly, the researchers consider the importance of the factors of facility location, service quality, product quality, and quick responsiveness.

In this the researchers employed the quantitative research approaches. The instruments of research were steps of a questionnaire. Data were collected from 385 people who are Chinese spa tourists who come to use spas service in Bangkok, Thailand. The data collected were analyzed using path modeling and on the basis of observing the actual tourist satisfaction of the organizations studied through all operational links in the marketing management.

Findings are as follows: Applications of facility location, service quality, product quality, and quick responsiveness were explanatory of the variance in tourist satisfaction at 56.5 percent ($R^2 = 0.565$). Each factor involves significant aspects with the total being 26. All aspects should be addressed if problems are to be successfully solved over the long haul.

Keywords: Tourist satisfaction, Chinese spa tourism, path modeling

INTRODUCTION

After the outbreak of COVID-19, the spa tourism business faced many problems and had to find measures to restore its image. Initial efforts focused on improving service efficiency. Service quality product quality including facilities and restore consumer confidence. Chinese spa tourism business Try to adhere to strict safety standards. The standard of service has been increased and is rigorous in serving tourists. in order to be ready to serve the tourists in the past few years The level of economic development of our country is constantly improving. People's yearning and desire for high-quality life is becoming more and more, Chinese business travel and spa travel are increasing. Travelers who are wealthy about getting on time. Convenience Privacy is a higher and higher demand for the travel business facing increasing competition in the official aviation market and the need for services to improve their clientele. How to improve the quality of service is an important matter in front of you.

At the same time, we face challenges in the development of the tourism service industry. Nowadays, the tourism industry faces the problem of local facilities in the development process. There is also a lack of good service, such as the loss of service personnel greatly. uneven quality personnel and a lack of personnel with a background in hospitality and tourism management

after the outbreak of COVID-19 under the impact of the epidemic The loss of staff in the travel services industry is more serious. Many practitioners are confused about their development and decreased employee satisfaction improving the human resource management level of the tourism service industry is urgent. Under the current severe development situation the quality of human resource management can determine the future of an organization and the employee satisfaction survey is The "barometer" of corporate human resource management with utility The "seismic checker" and "compass" are diagnostic tools that help organizations locate HR issues. Exploring the problems and coping strategies of human resource management in the aviation service industry from the point of view of employee satisfaction can enhance employees' sense of identity towards the organization. Increase the central power of employees towards the organization and help enterprises improve human resource management to promote the long-term development of the enterprise.

The Concept of Customer satisfaction: Malthouseetal (2004) believes that customer satisfaction has always been considered a key result of good marketing practice. Baker & Crompton (2000) believes that visitor satisfaction is a measure of a positive emotional response to the actual experience. Fornel (1992) & Fornelletal (1996) stated that the framework of satisfaction measurement is divided into three important aspects: first, general or overall satisfaction, usually used as unique indicators in many surveys and studies and the cumulative nature of consumer satisfaction in our study; Oliver (1980) confirmed performance beyond or below expectations; and third, Johnson & Fornell (1991) considered ideal product performance relative to the consumer assumptions. Parasuraman et al. (1985) proposed ten major factors affecting customer satisfaction, including (1) reliability, (2) reliability, (3) quick responsiveness, (4) politeness, accessibility, (5) communication, (6) security, (7) credibility, (8) understanding, and (9) visibility.

Research on the measurement method of customer satisfaction

The American Customer Satisfaction Index ACSI (American Customer Satisfaction Index), jointly developed by the National Center for Quality Research at the Michigan University School of Business and the American Association of Quality, is the basis of satisfaction measurement and is widely used in various areas of satisfaction measurement. The ACSI uses a model consisting of six latent variables supported by multiple metrics. At present, there are two main categories of customer satisfaction classification in academia. Class I Scholar Czepiel & Rosenberg (1974) believes that customer satisfaction is a whole concept, which is measured in a one-dimensional way as a comprehensive result of customers' subjective responses to different attributes. Another kind of scholars believe that customer satisfaction is a comprehensive measurement result of multi-dimensional measurement indicators. At first, the satisfaction degree of each attribute of the product is measured, and finally the overall satisfaction is obtained through addition. Wang Xia et al. (2005) have established a customer satisfaction index model for tourist attractions according to the international mainstream satisfaction measurement method, including the image of scenic spots, customer expectations, perceived quality, perceived value, customer satisfaction, customer complaints or complaints, and customer loyalty.

METHODOLOGY

The study of The Influencing Factors of Tourist Satisfaction for Chinese Spa Tourism in Thailand, the researcher has studied documents, textbooks, 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. Data was collected by instrument-based interviews. The population is Chinese spa tourists who come to use the spa in Bangkok in Thailand the researcher did not know the exact number during the research. The researcher chooses the top spas in serving foreigners 10 spas, and staff able to speak both Chinese and English language including (1) Oasis Spa Sukhumvit 31, (2) Sunshine Spa & Massage, (3) Moonleaf Massage, (4) Relax Time Massage and Spa (Esplanade Ratchadaphisek) (5) Grand Massage And Spa Sukhumvit 3/1(6) Urban Calm (7) Relaxing Time Massage and Spa Asoke (8) Let's Relax Spa (9) Laks Thai Massage, and (10) Nature Thai Massage (Sukhumvit 24) from 1 May - 30 May 2023. The sampling is 385 people by the formula W.G. Cochran (1953).

The confidence level is 95%. The tolerance of the sample is at the level of 0.05. The tool used in this research was the Questionnaire about facility location, service quality, product quality, quick responsiveness, tourism satisfaction. The form questionnaire was a Questionnaire type Rating Scale that has 5 levels; weight will be assigned according to the Likert method by assigning weight and performance level for each question in the questionnaire, and data will be analyzed by Multiple Regression Analysis to test the influence of variables between facility location, service quality, product quality, quick responsiveness, tourism satisfaction.

RESULTS

Determination of instrument confidence

Reliability Test: The researcher used the revised questionnaire to try out the researcher (Try Out) with Chinese spa tourism 30 people who are not a sample group. Internal consistency was tested using composite reliability and Cronbach' Alpha coefficients, where the researchers analyzed the reliability coefficients of each question and each measure. The alpha value is between 0.5 – 0.65, which is a moderately reliable value. And at values from 0.7 and up, it has quite high reliability. But if it is below 0.5, it is less reliable. Normally, the criterion used to measure these two values should not be less than 0.6 (Cronbach, 1990).

Validity checking after collecting the data, the researchers checked their validity using the corrected Item-total correlation. Which is a measure of the correlation between the score of any question and the total score of the category in which the question appears, in the calculation process, the total score must be adjusted by deducting the data value of any question issued in order to prevent the information of the questionnaire from appearing in both places. The decision criteria were that the correlation must not be less than 0.70.

The reliability and validity test results are shown in the following table.

Table 4.1 Results of testing reliability and validity by statistical methods

Variable	Corrected Item-Total Correlation	Cronbach's Alpha
<p>Facility Location</p> <p>1. The spa shop has a location that is convenient for both going and returning.</p> <p>2. The location of the spa shop has many public transportation lines, convenient to travel both on the way and on the way back.</p> <p>3. The location of the spa shop has many shops as a place to buy souvenirs.</p> <p>4. The location of the spa shop has a department store to buy products after using the spa service.</p> <p>5. The shop's position is clearly visible.</p>	<p>0.875</p> <p>0.899</p> <p>0.782</p> <p>0.748</p> <p>0.864</p>	0.929
<p>Service Quality</p> <p>1. Taking care of customers closely, always asking for customer needs.</p> <p>2. Provide advice and answer customer questions regularly.</p> <p>3. Provide assistance and advice on product quality for customers to understand.</p> <p>4. Talk to customers to make them comfortable and friendly.</p> <p>5. Explain details of how to use each type of product for customers to use in the right way.</p>	<p>0.767</p> <p>0.825</p> <p>0.799</p> <p>0.845</p> <p>0.872</p>	0.892
<p>Product Quality</p> <p>1. All products available in the spa shop are of high quality.</p> <p>2. All kinds of services in the spa shop are always maintained to be the best.</p> <p>3. Products are selected for quality by using high quality raw materials in production.</p> <p>4. All kinds of products have a detailed production process, accurate in every step.</p> <p>5. All products have quality packaging to prevent damage.</p>	<p>0.769</p> <p>0.764</p> <p>0.787</p> <p>0.876</p> <p>0.718</p>	0.895
<p>Quick responsiveness</p> <p>1. The spa shop can answer all customer questions quickly.</p> <p>2. The spa shop can complete the order quickly.</p> <p>3. The spa shop can give advice about products quickly and accurately.</p> <p>4. Spa shops can help customers quickly shop for products in the shop.</p> <p>5. The spa shop can quickly and timely manage all customer-related activities.</p>	<p>0.826</p> <p>0.829</p> <p>0.825</p> <p>0.823</p> <p>0.876</p>	0.932

Tourism Satisfaction		0.922
1. Tourists plan to buy spa products and services in Thailand.	0.837	
2. Tourists like to buy a variety of spa products in Thailand.	0.887	
3. Tourists like to use a variety of spa services in Thailand.	0.832	
4. Tourists tell friends to buy products and services from spas in Thailand.	0.813	
5. Tourists always praise Thai spa products and services.	0.799	
6. Tourists never complain about products and services.	0.825	

The results of the study of factors affecting tourist satisfaction of Chinese spa tourist in Thailand are as follows:

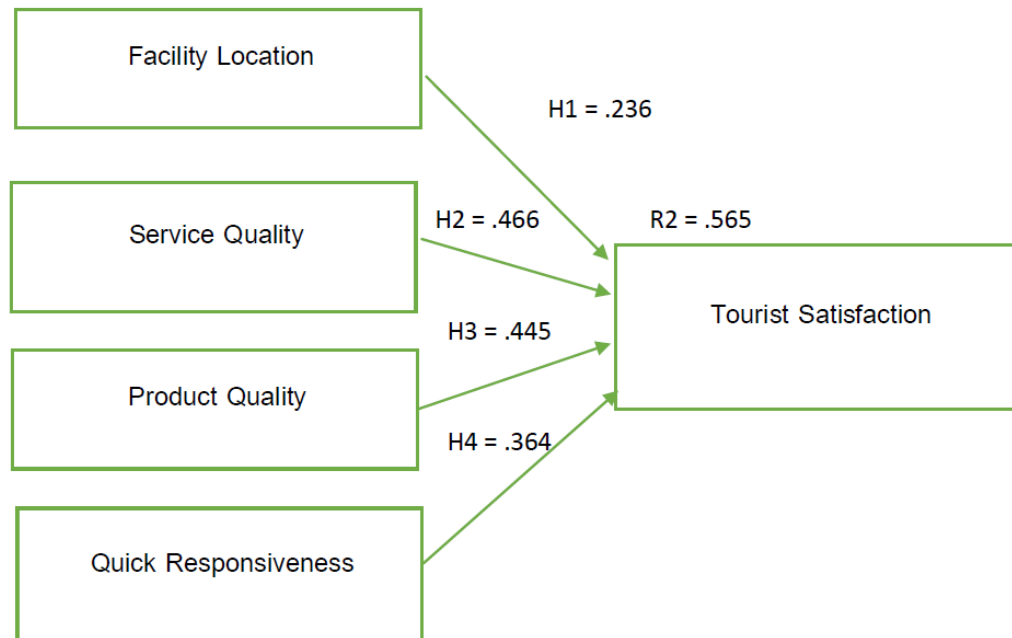


Figure 4.1 Results of path analysis

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:

$$EMS = \beta_0 + \beta_1 FAL + \beta_2 SEQ + \beta_3 PRQ + \beta_4 QUR + \zeta_1 \dots \dots \dots (1)$$

Hypothesis 1 Facility location has a direct influence on tourist satisfaction

Hypothesis 2 Service quality has a direct influence on tourist satisfaction

Hypothesis 3 Product quality has a direct influence on tourist satisfaction

Hypothesis 4 Quick responsiveness has a direct influence on tourist satisfaction

Table 4.2 Hypothesis Testing Results

Path	Path coefficient	t-stat	p-value	Hypothesis
H1: Facility location → tourist satisfaction	0.236	3.228***	0.000	Support
H2: Service quality → tourist satisfaction	0.466	4.494***	0.000	Support
H3: Product quality → tourist satisfaction	0.445	4.435***	0.000	Support
H4: Quick responsiveness → tourist satisfaction	0.364	3.355***	0.000	Support

CONCLUSION

The study of the factors affecting the tourist satisfaction of Chinese spa tourism in Thailand was based on regression equation analysis. It was found that checking the preliminary terms of linearity and checking the regression coefficient had a positive linear relationship between the variables. All 4 factors including facility location, service quality, product quality, quick responsiveness, and tourist satisfaction of Chinese spa tourism in Thailand were positively linear, which was consistent with agreement. It was also found that there were mutually positive influences, facility location, service quality, product quality, quick responsiveness and tourist satisfaction. There is a positive direct influence on tourist satisfaction, indicating that the study's results confirm the consistency of the Chinese spa tourism, tourist satisfaction variable that is consistent and has a natural interplay and can be used in a business of Chinese spa tourism in Thailand.

5.2 Discussion of research results

The researcher would like to discuss the research results according to the research objectives as follows.

Based on the literature review, this study determines the service quality theory and competitive theory of the study, proposes a theoretical model and research hypothesis, and divides the tourist satisfaction affecting Chinese spa tourism business into five dimensions facility location, service quality, product quality, quick responsiveness, and tourist satisfaction, verifies the reliability of the survey data and the mean, standard deviation Regression analysis

and structural equation test the hypothesis to confirm the significance of each dimension of Chinese spa tourism affecting tourists satisfaction. In general, the research on the structure and dimensions of the assumed variables in this paper enriches the current theoretical achievements and provides an analytical basis for subsequent research. The results show that the effects of tourist satisfaction are facility location, service quality, product quality, quick responsiveness, and tourist satisfaction. Combined with the empirical studies, the following conclusions can be drawn.

Adjusted $R^2=0.565$ including the following aspects, the factors affecting tourist satisfaction of Chinese spa tourism are facility location (Beta=0.236), service quality (Beta=0.466), product quality (Beta=0.445) quick responsiveness (Beta=.364)

We will discuss the following results:

The facility location, service quality, product quality, and quick responsiveness positively affect the tourist satisfaction of Chinese spa tourism

From the above analysis, facility location, service quality, product quality, and quick responsiveness positively all have an important impact on tourist satisfaction.

The research results of this paper show that high reliability is also the most important indicator for tourists to measure the value of travel in the four dimensions related to the tourist satisfaction of Chinese spa tourist, that is, tourists prefer the services provided by Chinese spa tourism to be reliable, have no consumption trap, and fulfill the service as promised. To perform the service to tourists in accordance with the contract is the essential requirement of spa tourism to provide services, but due to the vicious competition in the market, exaggerated to attract consumers, and other reasons, tourist complaints frequently, the service reliability of Chinese spa tourist is difficult to guarantee, which makes the basic commitment of travel agencies can be fulfilled can make tourists feel good value for money.

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