

Factors Influencing Satisfaction and Hotel Loyalty of Consumers in Khonkean

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Abstract

The objectives of this research are to study 1) the factors influencing hotel consumer satisfaction in Khon Kaen Province, and 2) the factors influencing hotel consumer loyalty in Khon Kaen Province. This research was a survey research. The sample was 400 consumers who used to use services of hotels in Khon Kaen Province, arisen from simple random sampling. The data collection tool was a structured questionnaire. Content validity and reliability were tested with Cronbach's Alpha coefficient, equal to 0.842. The statistics used in the data analysis were frequency distribution, percentage, arithmetic mean, standard deviation and multiple regression analysis.

The results found that (1) service quality and the cost-effectiveness influenced the hotel consumer satisfaction in Khon Kaen Province, and (2) service quality, price worthwhileness and satisfaction influenced hotel consumer loyalty in Khon Kaen Province.

Keywords: Service Quality, Price Worthwhileness, Satisfaction, Loyalty.

INTRODUCTION

Hotel business is the service business that is very important in the Thai tourism industry (Department of Business Development, 2020; Setthachotsombut & Aunyawong, 2020; Kerdpitak, 2022; Kerdpitak et al, 2022). The industry generates more than 900 billion baht in income for the country in 2019. The country's income in the area of hotel and restaurant business has expanded greatly. Therefore, it is very important to study and analyze various factors in order to see the various environmental factors, including the current condition of the hotel and resort business so that agencies, organizations, educational institutions, both public and private, can use analysis results in formulating measures to support, promote and develop entrepreneurs for maximum efficiency.

The results of prioritizing problems of the hotel and resort business found that the most important issues were: 1) energy costs and expenses, 2) F&B costs and expenses, 3) marketing and sales, 4) accounting and finance 5) human resource management, 6) management, 7) procurement, and 8) IT Business (The Office of SMEs Promotion, 2016). According to the economic report of Khon Kaen Province in 2020, the main target groups are the new generation of tourists or Gen Y tourists. People aged 17-35 years will invite Gen Y people in Khon Kaen to travel, do activities, and invite others to visit Khon Kaen by using both online and offline technologies.

For this reason, the study on the factors influencing hotel satisfaction and loyalty of consumers in Khon Kaen Province will benefit hotel entrepreneurs in Khon Kaen, which is in tourism industries. The entrepreneurs can use the data from research results as a guideline for

implementation to create satisfaction for service users. This will affect the loyalty of the service users as well as build capacity and success in doing business in the long term.

Research Objectives

1. To study the factors influencing hotel consumer satisfaction in Khon Kaen Province.
2. To study the factors influencing hotel consumer loyalty in Khon Kaen Province.

Research Methodology

The population and sample consisted of 400 consumers who used to use hotel services in Khon Kaen Province. The total sample size of the study was calculated based on unknown infinite population, as suggested by Vanichbuncha (2015). Taro Yamane's 95% confidence level was determined. Convenient Sampling by choosing from various hotel areas in Khon Kaen was used.

Research tool was a structured questionnaire that passed content validity and reliability tests with Cronbach's Alpha Coefficient of 0.842 divided into 7 parts as follows: Part 1-General information, Part 2-Service quality, Part 3-Room Quality, Part 4-Reputation, Part 5-Price worthwhileness, Part-6 Satisfaction, and Part 7-Loyalty.

Data was collected at various hotels in Khon Kaen, while data analysis was divided into 2 parts as follows:

- (1) Descriptive statistics comprised frequency, percentage, mean and standard deviation.
- (2) Inferential statistics used to test hypothesis was multiple regression analysis.

Results

Results were detailed as follows.

Part 1 General information

The results found that consumers were 220 females (55.0%) and 180 males (45.0%), as well as 154 people aged between 26-30 years (38.5%), followed by 127 people aged 31-35 years (31.75%), 68 people aged less than or equal to 25 years (17.0%), 36 people aged 36-40 years (9.0%), and 15 people aged 41-45 years (3.75%), respectively. The sample of 302 people graduated bachelor's degree (75.5%), followed by 55 people graduated postgraduate (13.75%), 43 people graduated below bachelor's degree (10.75%), respectively. In addition, the respondents were 181 private employees (45.25%), followed by 103 private business owners (25.75), 38 government officials/state employees/state enterprise employees (9.5%), 36 students (9.0%), 23 merchants (5.75%), 19 freelancers (4.75%), respectively. Moreover, the sample of 99 people received monthly income between 35,001-45,000 baht (24.75%), followed by 85 people with 25,001-35,000 baht (21.25%), 74 people with 15,001-25,000 baht (18.5%), 65 people with between 45,001-55,000 baht (16.25%), 52 people with 55,001 baht or more (13.0%), and 25 people with less than or equal to 15,000 baht (6.25%), respectively.

Part 2 Information on the factors influencing hotel consumer satisfaction and loyalty

Table 1 *Opinion level on the factors influencing hotel consumer satisfaction and loyalty*

Factor	Mean (\bar{x})	Standard Deviation (SD)	Remarks
Service quality	3.85	0.63	High
Room quality	3.97	0.69	High
Reputation	4.37	0.64	High
Price Worthwhileness	3.82	0.86	High
Satisfaction	3.85	0.79	High
Loyalty	4.01	0.75	High

From Table 1, it found that the levels of consumer opinion regarding factors influencing hotel consumer satisfaction and loyalty were all at a high level since it portrayed $\bar{x} = 3.85$ in hotel service quality, $\bar{x} = 3.97$ in room quality, $\bar{x} = 4.37$ in reputation, $\bar{x} = 3.82$ in price worthwhileness, $\bar{x} = 3.85$ in satisfaction, and $\bar{x} = 4.01$ in loyalty.

Table 2 *Multiple regression results of factors influencing satisfaction*

Predictor variable	B	β	t	Sig
Service quality	0.144	0.148	3.986	0.008*
Room quality	0.095	0.102	1.581	0.122
Reputation	0.057	0.061	0.867	0.397
Price worthwhileness	0.305	0.336	5.524	0.002*
R = 0.733, R ² = 0.537, F = 84.816				

*Statistical significance at a .05 level

From Table 2, the results of the multiple regression analysis revealed that there were 2 factors influencing satisfaction which were price worthwhileness ($\beta = 0.336$) and service quality ($\beta = 0.148$), with multiple correlation coefficient of 0.733. They were able to predict hotel satisfaction by 53.7% with a statistically significant level of .05.

Table 3 *Multiple regression results of factors influencing loyalty*

Predictor variable	b	β	t	Sig
Service quality	0.144	0.145	2.986	0.008*
Room quality	0.095	0.102	1.581	0.122
Reputation	0.057	0.061	0.867	0.397
Price worthwhileness	0.305	0.336	5.524	0.002*
Satisfaction	0.200	0.226	3.530	0.006*
R = 0.630, R ² = 0.397, F = 35.732				

*Statistical significance at a .05 level

From Table 3, the results of the multiple regression analysis revealed that there were 3 factors influencing loyalty: price worthwhileness ($\beta = 0.305$), satisfaction ($\beta = 0.226$), and service quality ($\beta = 0.145$), with a multiple correlation coefficient of 0.630. They were able to predict hotel loyalty by 39.7% with a statistically significant level of .05.

Discussion

1. Service quality and price worthwhileness influences consumer satisfaction in Khon Kaen Province, but room quality and reputation has no influence on consumer satisfaction in Khon Kaen. This is consistent with research by Kensri (2019) on influence of service quality and reputation on satisfaction, trust and the loyalty of customers staying at hotels in Bangkok. Such study found that the service and trust positively affect hotel satisfaction in Bangkok. The results are also in

line with the research of Sae-hera. (2015) on behavioral factors in using hotel services, service quality, price worthwhileness and brand value affecting the satisfaction of foreign customers who use a five-star hotel in Bangkok. Such research found that price worthwhileness had a positive effect on the satisfaction of foreign customers in using the service using five star hotels in Bangkok, while brand value and service marketing mix had no effect on their satisfaction. In addition, the findings are in keeping with research by Hanburut (2015) on the image and quality of hotel use affecting foreign tourists' satisfaction towards medium-sized hotels in Bangkok. Such study found that the service quality had a positive effect on the satisfaction towards medium-sized hotels in Bangkok. In terms of confidence, perception of service recipients and the concreteness of the service did not positively affect the satisfaction towards medium-sized hotels in Bangkok.

2. Service quality, price worthwhileness, and satisfaction influence consumer loyalty in Khon Kaen Province, but room quality and reputation have no influence on consumer loyalty in Khon Kaen. The findings are in relation to the research of Intarasombat (2016) on influences of price perceived value, quality perceived value and service quality on trust, satisfaction, word of mouth, and customer loyalty towards the Paskani Resort Hua Hin. Such study found that service quality, trust and satisfaction had a positive influence on loyalty. Price perceived value did not affect loyalty. The results, likewise, are in agreement with the research of Pummaphanth (2018), on the effect of customer perceived quality on customer loyalty of 4-and-5-star hotels. Such research found that customer perception and quality positively influenced customer loyalty, while loyalty and price perception did not affect customer loyalty.

Recommendations

1. Hotel entrepreneurs should improve service quality by providing a security system

for users that meet international standards to increase the safety of guests in the hotel.

2. Hotel entrepreneurs should develop price worthwhileness by setting the price of the hotel cheaper than that of other hotels in the same standard level to create a standard of prices to satisfy the users.

3. Hotel entrepreneurs should develop satisfaction by providing guests with a positive experience from their stay to impress them.

4. Further research should apply qualitative research techniques to conduct in-depth study on the factors influencing satisfaction and loyalty, resulting in obtaining more suitable variables.

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