

**THE INVESTIGATION OF KEY FACTORS INFLUENCING
CUSTOMER LOYALTY IN BOUTIQUE HOTELS**

The background features a large, faint watermark of the Mahidol University logo. It is a circular emblem with Thai script around the perimeter and a central design that includes a stupa and other traditional symbols.

CHOMPHUNUTH RINTHARAMEE

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
(TOURISM AND HOSPITALITY MANAGEMENT)
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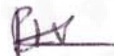
**THE INVESTIGATION OF KEY FACTORS INFLUENCING
CUSTOMER LOYALTY IN BOUTIQUE HOTELS**



.....
Miss Chomphunuth Rintharamee
Candidate



.....
Asst. Prof. Chanin Yoopetch, Ph.D.
Major advisor



.....
Lect. Pisut Yuwanond, Ph.D.
Co-advisor



.....
Prof. Banchong Mahaisavariya,
M.D., Dip Thai Board of Orthopedics
Dean
Faculty of Graduate Studies
Mahidol University



.....
Lect. Veerades Panvisavas, Ph.D.
Program Director
Master of Management Program in
Tourism and Hospitality Management
International College
Mahidol University

Thesis
entitled
**THE INVESTIGATION OF KEY FACTORS INFLUENCING
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was submitted to the Faculty of Graduate Studies, Mahidol University
for the degree of Master of Management (Tourism and Hospitality Management)
on
August 10, 2013



.....
Miss Chomphunuth Rintharamee
Candidate



.....
Asst. Prof. Saran Ratanasithi, Ph.D.
Chair



.....
Asst. Prof. Chanin Yoopetch, Ph.D.
Member



.....
Lect. Pisut Yuwanond, Ph.D.
Member



.....
Prof. Banchong Mahaisavariya,
M.D., Dip Thai Board of Orthopedics
Dean
Faculty of Graduate Studies
Mahidol University



.....
Prof. Maleeya Kruatrachue, Ph.D.
Dean
International College
Mahidol University

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Chomphunuth Rintharamee

THE INVESTIGATION OF KEY FACTORS INFLUENCING CUSTOMER LOYALTY IN BOUTIQUE HOTELS

CHOMPHUNUTH RINTHARAMEE 5338914 ICTH/M

M.M. (TOURISM AND HOSPITALITY MANAGEMENT)

THESIS ADVISORY COMMITTEE :CHANIN YOOPETCH, Ph.D., PISUT YUWANOND, Ph.D.

ABSTRACT

This research aimed to identify important factors that effect customer satisfaction in boutique hotels and the important factors effecting customer loyalty in returning to boutique hotels. Furthermore, this study also aimed to study demographics, which effect variable factors (hotel image, customer perceived value, customer satisfaction and customer loyalty). Four hundred questionnaires were completed by customers of the boutique hotels. The descriptive statistics used in this paper were percentages, means, and standard deviation (S.D.), while hypothesis testing was done using T-test, Anova, Correlation and Regression to analyze the relationship among those factors. The significant level of hypothesis testing was set at 0.05.

The research found that income levels had an influence on the hotel's image in both holistics and attributes. In terms of the purpose in staying, it was found that the largest respondent was for 'leisure purposes'. While the frequency indicated that most of the customers who stayed 'once' in the last two years in the hotels had less concern in the hotel's image than other groups. For customer's perceived value, the research found that income levels had an influence on customer perceived values in both functional value price and emotional value. The study of customer satisfaction found that age levels influenced customer satisfaction in terms of services. The last part was a study on customer loyalty; the research found that age levels influenced customer loyalty in terms of attitudinal loyalty. The relationship among the variable factors (hotel image, customer perceived value, customer satisfaction and customer loyalty) found that they had an influence among the group of variables. The research question found that the hotel's image had influence in creating customer loyalty using a correlation test. Also the hotel's image had influence in creating customer loyalty at 23.5% using a regression test. While customer perceived values had influence in creating customer loyalty at 28.8% also using a regression test.

KEY WORDS: BOUTIQUE HOTEL/ HOTEL IMAGE/ CUSTOMER SATISFACTION/
CUSTOMER PERCEIVED VALUE/CUSTOMER LOYALTY

202 pages

ปัจจัยสำคัญที่มีอิทธิพลต่อการจงรักภักดีของลูกค้าต่อ โรงแรมบูติก

THE INVESTIGATION OF KEY FACTORS INFLUENCING CUSTOMER LOYALTY IN BOUTIQUE HOTELS

ชมพูนุท รินทราณี 5338914 ICTH/M

กจ.ม. (การจัดการการท่องเที่ยวและการบริการ)

คณะกรรมการที่ปรึกษาวิทยานิพนธ์: ชรินทร์ อยู่เพชร Ph.D., พิสุทธิ์ ยูวานนท์ Ph.D.

บทคัดย่อ

งานวิจัยนี้มีวัตถุประสงค์ เพื่อศึกษาปัจจัยสำคัญที่ส่งผลต่อความพึงพอใจของลูกค้าที่มาพักที่โรงแรมบูติก และศึกษาปัจจัยสำคัญที่ส่งผลต่อความจงรักภักดีของลูกค้าที่มาพักที่โรงแรมบูติก นอกจากนี้ การศึกษาครั้งนี้ยังศึกษาองค์ประกอบประชากร ที่ส่งผลต่อตัวแปร คือ ภาพลักษณ์โรงแรม คุณค่าของสินค้า ความพึงพอใจของลูกค้า และความจงรักภักดีของลูกค้า แบบสอบถามจำนวน 400 ฉบับ ถูกนำมาวิเคราะห์โดยเก็บข้อมูลจากลูกค้าที่มาใช้บริการ โรงแรมบูติก ข้อมูลดังกล่าวถูกวิเคราะห์โดย สถิติเชิงพรรณนา ได้แก่ ร้อยละ ค่าเฉลี่ย ในการทดสอบสมมติฐานใช้การวิเคราะห์สหสัมพันธ์ และการถดถอยเชิงเดียว คำนัยสำคัญในการทดสอบสมมติฐานถูกตั้งไว้ที่ 0.05

ผลที่ได้จากการวิจัยทำให้ทราบว่า ระดับรายได้ของลูกค้ามีอิทธิพลต่อภาพลักษณ์โรงแรม ทั้งในด้านปัจจัยโดยรวม และ ด้านสินค้า และการบริการ ในด้านวัตถุประสงค์ของการมาพัก ลูกค้าส่วนใหญ่ คือ กลุ่มมาเพื่อสันทนาการ ในขณะที่ด้านความถี่ของการเข้าพัก พบว่าลูกค้าที่เคยมาพักที่โรงแรมบูติกเป็นจำนวนหนึ่งครั้งในสองปีที่ผ่านมา ส่วนใหญ่มีความสนใจน้อยในด้าน ภาพลักษณ์โรงแรม สำหรับด้านคุณค่าของสินค้า พบว่าระดับรายได้ของลูกค้ามีอิทธิพลต่อการรับรู้คุณค่าของสินค้า ทั้งในด้าน ราคา และทางจิตใจ ในด้านความพึงพอใจของลูกค้า ผลการวิจัยพบว่า ช่วงอายุมีอิทธิพลต่อระดับความพึงพอใจในด้านการบริการต่างๆ อันดับสุดท้าย คือ การศึกษาด้านความจงรักภักดีของลูกค้า พบว่า ช่วงอายุมีอิทธิพลต่อความจงรักภักดีของลูกค้า ในด้านทัศนคติ ทั้งนี้จากการศึกษาพบว่าตัวแปรต่างๆ คือ ภาพลักษณ์โรงแรม คุณค่าของสินค้า ความพึงพอใจของลูกค้า และความจงรักภักดีของลูกค้า มีความสัมพันธ์ระหว่างกลุ่ม

การศึกษานี้ได้ตอบคำถาม คือ ภาพลักษณ์โรงแรมมีอิทธิพลที่ก่อให้เกิดความจงรักภักดีของลูกค้า โดย การวิเคราะห์สหสัมพันธ์ และภาพลักษณ์โรงแรมมีอิทธิพลให้เกิด ความจงรักภักดีของลูกค้า ที่ระดับ 23.5% โดยการวิเคราะห์การถดถอยเชิงเดียว ในขณะที่คุณค่าของสินค้ามีอิทธิพลที่ก่อให้เกิดความจงรักภักดีของลูกค้า ที่ระดับ 28.8% โดยการวิเคราะห์การถดถอยเชิงเดียว เช่นกัน

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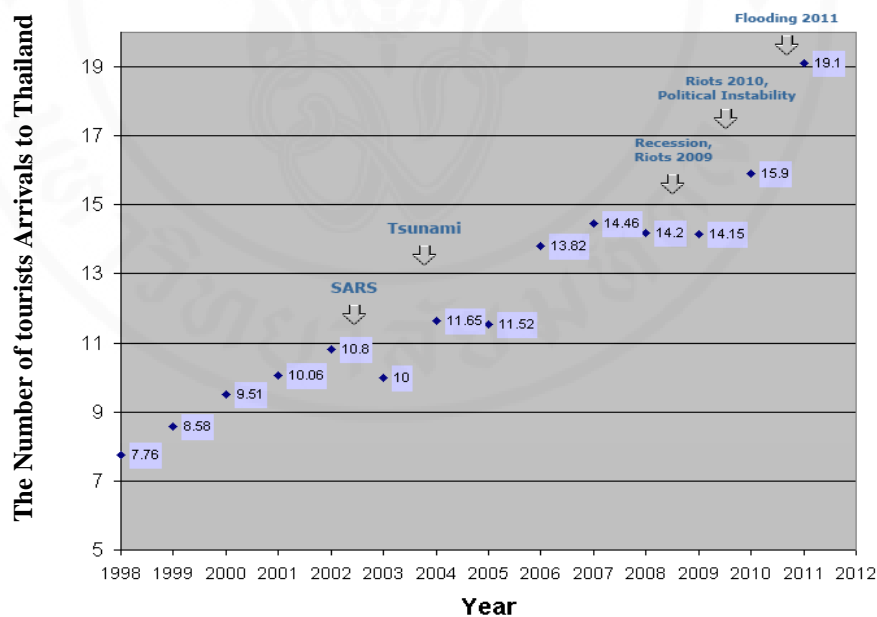
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CHAPTER I INTRODUCTION

1.1 Background / Importance of the study

Tourism is one of the most powerful industries generating revenue for Thailand. Although tourism in Thailand was affected by the flooding and unstable political situation, the number of arriving tourists again continued to increase after the decline caused by those situations. The graph below indicates the tourist arrivals from 1998 through 2011 according to the Tourism Authority of Thailand.



*Figure 1.1 :Thailand : Tourist Arrivals from 1998 through 2011.
Quarterly Data 2007-2011*

When we mention tourism, it includes tourists, destinations and transactions. This industry is inevitably involved with accommodations, such as guesthouses, inns, bed and breakfasts, serviced apartments, time-share hotels, luxury chain hotels and boutique hotels. There are many types of accommodations offered to customers these days. Hotels at all levels attempt to gain an additional marketing share

by obtaining competitive advantages. The competitive advantage scenario causes the industry to change to meet customer needs and this is followed by marketing needs. Consequently, it leads to a new emerging market in the industry. The new popular emerging market is the “boutique hotel”.

The boutique hotel is considered as a type of niche market. Many researchers gave definitions of the niche market. Dalgic and Leeuw (1994) stated that niche market is a small market consisting of an individual customer or a small group of customers with similar characteristics or needs. It is similar to the definition which Kotler (2003) stated that “it is a more narrowly defined group seeking a distinctive mix of benefits”. At the same time, Michaelson (1998) also defined “Niche Market” as “finding small groups of customers that can be served within a segment”. Interestingly, Kotler (2003) proposed five key characteristics of niche markets:

1. The customers in the niche market have a distinct set of needs;
2. They will pay a premium price to the firm that best satisfies their needs;
3. The niche market is not likely to attract competitors;
4. The niche marketer gains certain economies through specialization; and
5. The niche market has size, profit, and growth potential

Therefore, all mentioned come to the conclusion that niche market is a suitable manner to describe the position of boutique hotel in the hospitality and tourism industry. Because of its nature and characteristic, its concept is different from big chain hotels, such as size, unusual furnishings and family atmosphere. Boutique hotels gain the benefits from personalized services that large hotels cannot ensure to their customers (Rabontu & Niculescu, 2009).

To run this type of hotel, the satisfaction of customers is extremely crucial because its uniqueness is its selling point and it is also the way to generate “customer loyalty” which is very challenging these days. The hotels must constantly study customer segmentation and serve their needs and wants.

1.2 Types of boutique hotels under literature reviews

There are many definitions for unique hotel. Some hotels claim that they are one of the boutique hotels because there is no the standard criteria to define them.

Because of the growth of the boutique hotel segmentation in the hospitality industry, some hotel chains have noticed their market share shrinking. They try to replicate the success of the boutique hotels by expanding their brand into boutique styles. The UK is one of the countries which has experienced a rapid growth of this kind of hotel with an old history. They could not define exactly when the boutique market even started in the UK (Search, 2005). Currently, there are many chain hotels, such as Rezidor SAS and Intercontinental that are trying to gain a market share in this emerging market by creating of their own boutique brands (Forsgren & Franchetti, 2004). Hilton is planning to expand its consolidation as a boutique hotel in London while Starwood is interested in expanding their boutique hotel type as “W” brand in London (Search, 2005). Additionally, the sister groups of hotels, such as Hotel du Vin and Malmaison had their own potential plans to open boutique hotels in the UK by 2010. Consequently, there are a large number of new boutique hotels in the UK, either as individual businesses or chain hotels.

BLLA (Boutique & Lifestyle Lodging Association), founded in 2009 by Ms. Frances Kiradjian, is a company which aims to unite the world’s boutique and lifestyle properties for the benefit of the properties, suppliers and travellers to share news and discussions about boutique lodgings, including hotels from all around the world and also raise the emerging trend of boutique hotels (BLLA, 2009).

Meanwhile, Thailand's boutique hotels are a collection of boutique hotels that offer something different to discriminating travellers, such as sophisticated variety; emphasizing style, service, and personality at small luxury hotels. Because Thailand has a great deal of outstanding scenery, both in the cities and in nature, the location of the hotel becomes beneficial to attract customers. Almost all boutique hotels differentiate themselves from other hotels by offering a high level of service to customers. Boutique hotels could be described as customized, individual and personalized (Balekjian and Sarheim, 2011).

The above discuss boutique hotels in general terms and indicate that they could become an interesting hotel type in the near future.

1.3 Background of Bangkok

It is widely known that Bangkok, the “the city of angels”, is a fascinating city, full of temples and palaces, golden spires and orange-tired roofs which all present the image of Buddha because Thailand is well known as a Worshipping Buddhism City. Additionally, Bangkok is the commercial centre city of Thailand and a major hub in Southeast Asia. Bangkok is purposed to meet the sophisticated needs and requirements of business travellers, business services, facilities and high-end accommodation options. It has the advantage of location, located on the east side of the Chao Phraya River, “The River of Kings”, with natural and artificial canals crisscrossing the city. The combination of old and new traditions makes this city one of the most interesting and alluring cities in the world. Bangkok is also a shopper’s paradise, with countless options for shopping, ranging from top-of-the-line designer goods to normal, everyday goods. These things impress tourists when visiting Bangkok.

Recently, Royal Thai Embassy Copenhagen, Denmark (2012) reported that Bangkok has been voted “The World’s Best City Award”. This is the fourth consecutive time that Bangkok has been nominated by Travel & Leisure travel magazine in the United States, sponsored by the American Express. This award is based on six main criteria; namely, tourist attractions (including scenery, attractiveness and liveliness), culture and tradition, food and hospitality, shopping facilities, friendliness of the people, travel values and satisfaction gained from spending. Additionally, Bangkok was also voted as the third best global destination city for 2012. This award was given by Master Card worldwide company limited who gathered information from a poll of 87 international airlines, the board of tourism from various countries, the United Nations and Master Card representatives worldwide.

1.4 Boutique hotels' emerging trend in Bangkok

Tourism Authority in Thailand (TAT) raised the importance of the emerging boutique hotels' trend by launching a workshop “Turn small building into boutique hotels” and introducing five properties as well-equipped pilot projects; Sam Sen 5 Lodge (Bangkok), Sam Sen Sam Place (Bangkok), The Old Bangkok Inn, Baan Din

Sor and Chakrabongse Villas. This workshop was intended to influence both local and foreign tourists to stay at small and medium-sized hotels. Additionally, TAT and its partners, such as KTC and Krungthep Turakij held the first Thailand Boutique Awards in order to promote the tourism industry. TAT's purpose was to promote boutique hotel trend to the European market and some Asian nations. Therefore, this new emerging trend encouraged TAT to adapt a changing pattern of travel by offering different leisure experiences.

The unique nature of a boutique hotel becomes the answer to enhance an operator's competitiveness according to Thawatchai Aranyik (The Nation, 2010). For more boutique hotel trend phenomenon, Tourism Thailand Organization stated that currently Thailand has a number of boutique hotels and design hotels. Thailand boutique hotels have won international acclaim for both their design and service. Almost all of their features present Thai culture as "Land of Smiles" hospitality. Some of the most popular boutique hotels and resorts in Thailand listed by Tourism Thailand Organization include Puripunn Baby Grand Boutique Hotel, Chiang Mai; Avantika Boutique Hotel, Phuket; Ping Nakara Boutique Hotel & Spa, Chiang Mai and Praya Palazzo, Bangkok (Tourism Thailand, 2010).

Interestingly, in Bangkok, there are some famous tourism websites which have nominated popular boutique hotels around Thailand, such as *The first Thailand Boutique Hotel Award 2010* (Thailand hotel forums, 2010); Baan Pra Nond, Bangkok was nominated. Baan Dinso, Bangkok was nominated in 2011 as the *Boutique Hotel of the Year 2011*. For *The most notable boutique hotel* (CNNGO, 2011); Hotel Muse and Hansar were nominated. For the *Hotel Club Hotel Award 2012: The outstanding secluded boutique hotels in Thailand*; Aonang, Phu Petra Resort, Krabi and Wishing Tree Khon Kaen Resort were nominated (Hotel Club, 2012). However these hotels differ by location. The *Top 10 most popular boutique hotels in the city area*; Siam, Silom and Ploenchit are interesting due to their location in the business area of Bangkok. They were nominated on the famous travel website of Thailand (Bangkok, 2012). They were Hotel Muse Bangkok, Hansar Bangkok Hotel (the winner of the city boutique hotel in Bangkok (Boutique Hotel Awards, United Kingdom 2012)), Davinci Suites, Siamat Siam Design Hotel & Spa, The Lit Bangkok Hotel, Praya Palazzo,

Tenface Bangkok, Vismaya Suvarnabumi, The Heritage Baan Silom, and Shanghai Mansion in China Town.

This kind of hotel has been influencing the hospitality industry for many years and continues to grow in popularity because of the benefits it offers tourists in planning their holidays. A boutique hotel is a small to medium sized unit with its own unique style, not plain and impersonal as are the larger chain hotels. It draws the customer's attention by offering new attractions with pleasing atmospheres and personal service and also attracts customers who appreciate the style. Boutique hotels have continued to adapt and keep up with modern tastes. They have placed a particular focus on "service", emphasizing a blend of simplicity with luxury and linking everything to contemporary culture and 'green' concerns.

As a consequence of the above, and to further encourage the trend, Krungthai Card (KTC Co., Ltd.) established the "Thailand Boutique Awards 2011" project as mentioned earlier. To qualify for consideration for these awards, competitors must satisfy the criteria of being a small to medium sized hotel with 3-79 rooms. The awards are divided into the following three categories: Basic, Deluxe and Luxury, and consideration will be given to the architecture, design, environment and the friendliness of the ambience.

Consequently, there is a strong emerging trend in Bangkok for small hotels to become boutique-type. This has become increasingly popular in recent years. In addition, there are a number of hotels which called themselves boutique hotels that are also large chain hotels which expand their properties into this type in order to compete with those smaller competitors. Consequently, there are extremely competitive scenarios in this market because it is a new emerging market which draws the attention of many people, in particular people who love to follow the new trends and try new things in their lives. Boutique hotels try to offer their customers the utmost benefits; however, they still cannot reach their goals. The possible reasons may be the management of the hotel, competent strategy and marketing tools. Generally, when demand is high, hotel managers must prepare intelligently with sufficient supplies, including services and products to respond to their customers' needs.

1.5 Statement of the problem

As mentioned above, generally, boutique hotels are well known for their uniqueness, such as services, ambiences and designs. The problems are that there are many hotels claiming to be boutique hotels and many customers interested in trying them. Therefore, what is the real competitive advantage which separates them from other hotels and what are the outstanding characteristics which draws customers' attention? Because there are many replicable images, this implies that there is no outstanding uniqueness guaranteeing a particular hotel as being a genuine boutique hotel. Training for staff members in order to deliver customer-satisfying services is the key to success of a boutique hotel.

Due to this emerging trend in Thailand, Krungthai Card (KTC), Krungthep, Turakij Newspaper, The Tourism Authority of Thailand (TAT) and Master Card have worked together to provide "The first Thailand Boutique Awards to promote small boutique hotel". This award is to encourage the hotel managers to investigate themselves in terms of providing experiences to a customer which meet the customer's satisfaction (The Nation, 2010). Therefore, it is interesting to discover what are the outstanding benefits and uniqueness of "boutique hotel" in customers' minds.

This research intended to examine what image of a boutique hotel influences customer's loyalty, how customer's perceived value influences customer's loyalty while staying at a boutique hotel and how hotel's image influences customer's loyalty. Interestingly, the next trend for boutique hotels in Europe is creating their own clubs for loyal customers who love the feeling of exclusivity by developing frequent customer programs and also creating living spaces in the lobby which encourage social interaction (Balekjian and Sarheim, 2011).

1.6 Research questions

1. Does image of the boutique hotels effect customer loyalty?
2. How customer perceived value influences customer loyalty?
3. How hotel image influences customer loyalty?

These research questions were mixed by structured questions, multiple-choice, scale and open-ended questions (optional) were also applied.

1.7 Objective of research

1. To identify important factors that affect customer satisfaction in boutique hotels.
2. To identify important factors that affect customer loyalty for returning to boutique hotels in Bangkok.

1.8 Scope of the study

The research studied factors which lead to customer loyalty. Those factors are demographic factors, hotel image, customer perceived value, customer satisfaction and customer loyalty. The 400 questionnaires were distributed to hotels' customers at the boutique hotels in Bangkok and eastern part of Thailand because those areas are the tourist attraction areas. The study of other researchers involved the differences between Thai and foreign tourists who visited the eastern part of Thailand at different points in time and different types of activities. The conclusion of the researchers suggested the government improve the public transportation, service quality and cleanliness of the tourist destination places. Additionally, the government should enhance tourism promotion, such as fruit festivals and road shows because the research found that the tourism growth rate in eastern part of Thailand increased in 2011 as the result of the recreational benefits for both Thais and foreign tourists at a rate far exceeding the total amount of the budget allocated for the tourism development promotions (Nichakorn et al., 2011). A number of questionnaires were distributed as follows:

Bangkok

Furama Exclusive Sathorn	30	questionnaires
Praya Pralazzo	30	questionnaires
Silq Bangkok Boutique Hotel	40	questionnaires
The Bedrooms boutique Hotel	40	questionnaires
The Siam Heritage Boutique Hotel	20	questionnaires
Siam @ Siam Design Hotel & Spa	30	questionnaires
Old Bangkok Inn Hotel	20	questionnaires

Eastern part of Thailand

Nantra De Boutique	50	questionnaires
Intimate Hotel	30	questionnaires
Manita Boutique Hotel	15	questionnaires
Aya Boutique Hotel	15	questionnaires
Hotel J Pattaya	20	questionnaires
Maneechan Hotel	30	questionnaires
Al Medina Beach House Boutique Resort	30	questionnaires

1.9 Significance of the study

This study may help identify the most important factors which influence customer satisfaction and, in turn, lead to customer loyalty. In addition, the result of the research may have identified how the image of boutique hotels was interpreted toward customer's satisfaction and expectations.

This study may be useful for filling some gaps in related research topics. Hopefully, this research will help boutique hotels to survive in this type of emerging situation and also helps raise their awareness regarding providing their customers with good experiences in order to achieve customer satisfaction which leads to customer loyalty in the future.

CHAPTER II

LITERATURE REVIEW

The purpose of this research was to study the important factors that affect customer satisfaction in boutique hotels, to identify the important factors affecting customer loyalty in returning to boutique hotels. Therefore the definitions of related words and definitions from previous researches were reviewed and explained in this section.

There are two types of boutique hotels. They are boutique hotels and independent boutique hotels as described as follows:

Boutique hotels definitely have their own nature and characteristics. Many researchers gave the definition of them. Coopers (2005) stated that the definition includes size, personal service, individuality, design and style. However, in 2006 the specialized décor was added. Lea (2002) stated that “alternative” is more suitable to describe “boutique hotel”. Callan & Fearon (1997) stated that boutique hotels are more likely to be located in suburban areas, towns or city areas. However some researchers found that there were some boutique hotels located in small towns or rural areas (Search, 2005). By its nature, it is hard to specify definition of a boutique hotel because of the individuality of the hotel; however the number of rooms is normally fewer than 100 (Callan & Fearon, 1997). A boutique hotel represents a new method for the hospitality industry with a special emphasis on a pleasant concept and customized services in order to make customer feel a different experience each time they stay in one, Nobles and Thompson, 2001 (cited in Lim and Endean, 2009). Additionally, the style and atmosphere at boutique hotels have been presented with warmth, intimacy and a feeling of “home”. Location and size are indicated by the number of bedrooms. It is a small hotel with an intimate and individualistic atmosphere and style, Lim and Endean (2009). On the other hand a 400-room hotel has also been classified as a boutique hotel; there is no upper limit on the number of rooms a boutique hotel is supposed to have. (Nobles & Thompson, 2006)

Similarly, Chan defined it as a small, non-chain upscale property with more exchange between customers and the operations which provides highly personalized service in an intimate and specific concept; “boutique hotels feature a unique product which differentiates them from competitors”. “A boutique hotel, is a trendy, hip, cool, and inspirational place” (Chan, 2012). A boutique hotel is described as “luxurious or quirky and upscale hotel environments for a very particular clientele” (BLLA, 2009)

Therefore, from all of the definitions, we can summarize that a boutique hotel has a high concept design and unique atmosphere in its distinctive style which includes highly personalized service and generous amenities. The number of room is not involved with the definition of a boutique hotel. However, other research defined that a boutique hotel's specialized characteristic is the limited of number of rooms because it assumed as the benefit of a boutique hotel is the ability to offer personalized service (Henderson, 2011). In addition, there is no limit regarding the location of a boutique hotel.

2.1 Independent boutique hotel

The independent boutique hotel is defined as an independent property with no the state of ownership affiliation with ‘other’ hotel properties (Adams, 2012).

An independent boutique hotel does not have the power support of a large brand behind it. An independent boutique hotel has its own uniqueness, individuality and independence in the market by its concept. It must compete and survive in the marketplace for itself (EZYield.com 2012).Independent boutique hotels, owners do not have the supporting corporation of other brand standards. Therefore, owners can easily convert their properties into their own concepts (Balekjian & Sarheim, 2011). Independent boutique hotels are distinct from branded chains in terms of operation and marketing. They do not have a chain affiliation (Wheeler, 1999). Independent boutique hotels are able to capture business themselves without marketing expenses; marketing representation companies and reservation companies. There are no third parties involved in running the business (Fields, 2003).

Therefore, an independent boutique hotel is a hotel with no collaboration with other affiliated hotels or chained hotels supporting its business. An independent boutique hotel is unique, surviving by its individual concept and uniqueness.

This research studied both types of boutique hotels mentioned above.

2.2 Hotel image

Hotel image is one of the factors considered as an influencing factor which leads to customer loyalty. There have been a few researchers who have given a definition of hotel image. Smolyaninova (2007) asserted that the way a hotel presents itself and the way their services are perceived by their customers is “the image” (Medlik, 1994). The strong image of a hotel is not only involved with price and convenience but also includes customer confidence and trust in hotel’s accommodations and amenities (Michman, 1995). In other words, the image is created by the hotel's location, services and facilities. It is also affected by elements such as the hotel's brand, name, appearance, atmosphere, architecture, interior design, colours and advertising (Smolyaninova, 2007). Other research found that “hotel image is an important factor and maintains a relatively high rating among loyal customers” by using 2 variables to measure; Image holistic and Image attributes. Image holistic is measured on hotel’s atmosphere, reputation and all external appearances which affect customers’ perceptions while image attributes is measured on satisfaction toward goods and services of the hotel such as location, facilities, interior design, quality of services and staff performance (Heung et. al., 1996). Kandampully & Suhatantoo (2000) pointed out that “Hotel image is believed to play an important role in a customer’s decision to use a hotel”.

Moreover, hotel image is generated by effective employee service; service minded staff and thoughtful actions which enhance customer perceptions (Little & Dean, 2006). Additionally, Little & Dean (2006) stated that it is impossible for customers to judge service quality unless service is performed but image can be changed as well as the customer expectations. Image is the “overall impression” toward the hotel in each customer's mind called “idiosyncratic cognitive configuration” (Mazursky & Jacoby, 1986). Furthermore, Mazursky and Jacoby found that when more-favourable hotel image

occurred, it implies greater customer perceived value and perceived service quality by hotels' customers occurred. Hotel Image is a crucial factor in maintaining a high rating and influences customer satisfaction (Balekjian and Sarheim, 2011).

In conclusion, referring to related studies on hotel image, hotel image could reflect the overview picture of a hotel in a customer's mind as the consideration whether to select the hotel or not.

2.3 Customer satisfaction

Organizations are increasingly measuring customer satisfaction because of high competition. Customer satisfaction can be widely experienced in both goods and services and also customer expectations afterward. Customer satisfaction is also the fundamental aspect of the marketing concept because it could lead to generating customer loyalty. In other word, the state of fulfilment and customer judgment of the fulfilled state are the effects from customer reaction when customer satisfaction is received (Oliver, 1997).

Customer satisfaction is related directly to the experience of a customer while purchasing and using the product (Anderson and Srinivasan, 2003). Importantly, customer satisfaction is widely used in the study on customer loyalty (Ibanez and et. all, 2006). Moreover, it has been found that customer satisfaction has an influence directly to higher customer loyalty toward the company. It could be said that the higher the customer satisfaction, the higher the loyalty to the company. Other research stated that they considered customer satisfaction by customer's experience through an organization, service contact and even in-depth details of each customer's experience with the company (Customer Satisfaction: What the research tells us 2007, p.6-7). The provider has to know what the customer needs in order to provide the right service and product to customer. Therefore the words "when product or service meets or exceeds a customer's satisfactions, they are usually satisfied" were described by (Gerson, 1993) (cited in Cheng and Shih-I, 2010). Customer satisfaction is considered as a predictor for behaviour variables such as word of mouth, repurchasing and loyalty (Eggert & Ulaga, 2002). Customer satisfaction is the reaction to the perceived value when exchange process occurred (Woodruff & Gordial, 1996).

In conclusion, from related studies, customer satisfaction is the process generating a customer's reaction in buying a product. It happens once a customer perceives a value of the product such as experience through services or customer received a product itself.

2.4 Customer perceived value

Customer perceived value is considered as the ratio of the consumer's outcome/input toward the service provider's outcome/input. Customers evaluate all services they consume to determine what is fair, right and worth the cost they paid and expected. Additionally, customers are always making comparisons to competitors' offerings and then find the one which makes them the most satisfied and provides the feeling of best- perceived value of the product (Patterson (2007). Patterson (2007) also stated that a customer's perceived value is positively associated with customer satisfaction in the service industries. Customer perceived value is the result of benefits which a customer received from a service in return for price paid plus other costs while value is the difference between perceived benefits and costs. The customer who perceived a value for money is more satisfied than customer who did not perceive a value for money; therefore it is an assessment of what customer has received compared to what hotel has given (Holbrook, 1994). Customer perceived value is an abstract feeling such as perceived price, quality, benefits and sacrifices. They are all considered as important factors on value perceptions (Holbrook, 1994). Customer perceived value includes social, emotion and epistemic value components (Sheth et.al., 1991). Additionally, customer perceived value is considered as a trade-off between what a customer received and sacrificed in order to acquire a service (Monroe, 1991).

In conclusion, referring to the related studies on customer perceived value in this context, customer perceived value is an evaluation after a customer received a service of a hotel. Customer perceived value is all about worth for money and expectations a customer spent at the hotel. Those factors are price, quality, benefits and sacrifices.

2.5 Customer loyalty

Customer loyalty is considered as a very good reason for the organization to pursue customer loyalty as a strategy objective. Customer loyalty is the great state which almost all industries prefer to have because it helps the business to continue its success in a crisis situation or even when the business faces failure to satisfy customers (Eliwa, 1993). Interestingly, Ganiyu (2012) proposed six key natures of customer loyalty: The nature of customer loyalty, including both attitudes and behaviours, are as follows:

- Likelihood to recommend company's products and services to others;
- Likelihood to continue purchasing the company products and services, at a minimum, at the same level.
- Likelihood of purchasing other products and services the company offers.
- Believing company products and services are superior to competitors.
- Not actively seeking alternative service providers.
- Providing the company with opportunities to correct problems and not using them as a basis for compromising the relationship.

Customer loyalty is a construct comprised of both customer's attitudes and behaviours. Customer's attitudinal is about repurchase intention or additional purchasing of products, willingness to recommend to others, willingness to pay a premium price and having resistance to switch to a competitor (Cronin & Taylor, 1992). Behaviour aspect is about actual repeat purchasing of products and services such as purchasing more and recommending to others.

The difference between attitude aspect and behaviour aspect have been described by other researchers as follows:

2.5.1 Attitudinal and behavioural loyalty

Today, because of the fierce competition in marketing of the tourism industry, marketers are trying to build the commitment between "brand" and "customer" as loyalty. Customer loyalty will help promote the hotel by creating word-of-mouth and providing references as stated by Raman (1999). Raman (1999) also stated that loyal customers will promote hotel by spreading positive word-of-mouth

and also purchasing more of the hotel's products. Loyal customers cost less for hotel to serve because loyal customers have already perceived the value of the hotels' products. Loyal customers also tend to purchase more food and beverages of the hotel than non-loyal customer as stated by Bowen & Shoemaker (1998).

All the definitions of customer loyalty state that when the hotel generates it successfully, it will automatically provide positive benefits to the hotel in long term.

The distinctiveness of loyal customer can be measured as follows:

1. Behavioural Measurements;
2. Attitudinal Measurements; and
3. Composite Measurements.

There have been a number of literature reviews written about the difference between attitudinal loyalty and behavioural loyalty. Cheng and Shih-I (2011) defined that the image, switching costs and customer satisfaction are different in terms of attitudinal loyalty and behavioural loyalty. Customers' repurchase behaviours or intentions toward specific brand are described as the meaning of behavioural loyalty by Bennett et. al (2007), while customers' senses such as emotion and psychology toward some specific product and service are described as the meaning of attitudinal loyalty by Kumar & Shah (2006). When a customer is behaviourally loyal, a customer intends to repurchase that brand and is fond of a good feeling toward the service provider. Moreover, Cheng and Shih, (2011) stated that customer's satisfactions effects behavioural loyalty directly. On the other hand, Reynolds & Beatty (1999) found that chance and other factors generate behavioural loyalty, it does not need to be caused by attitudinal loyalty. Researchers implied that attitudinal loyalty does not ensure a decision to purchase while behavioural loyalty ensures the action of actual purchase by measuring consistency, repetitious purchase behaviour. The third measurement is composite loyalty. Composite loyalty is a mixture of behavioural and attitudinal loyalties. It measures customer loyalty by product preference, propensity of brand-switching, frequency of purchasing and total amount of purchasing. Therefore, composite measurement is considered as valuable measurement which increases the predictive power of loyalty. Interestingly, repeating customers who have a strong habit but weak attitudinal loyalty are considered to make

decisions differently from customers who have a weak habit but strong attitudinal loyalty according to Cheng and Shih-I (2011).

Oliver (1997) gave the definition of customer loyalty as a deep commitment between customers and sellers. Customers repurchase a preferred product or service consistently although there are many other marketing efforts attempting to persuade customers to switch behaviour. Additionally, Oliver stated that there are four stages of customer loyalty: cognitive senses (belief), affective sense (favoured attitude), cognitive stage (behavioural intention) and action. Travel and tourism literatures have consistently mentioned customer loyalty as the important factor effecting economic and marketing benefits perceived by a customer (Niininen & Riley, 2003). Each customer perception has a level of development, loyalty development; high, medium and low. High level is about the liability of a product and service, medium level is about some dissatisfaction which remains unresolved and low level is about having experienced some services with which the customer was dissatisfied and which mostly remain unresolved (McMullan & Gilmore, 2007).

In conclusion, customer loyalty can be clearly differentiated into two types. Referring to related studies on customer loyalty, these are attitudinal loyalty and behavioural loyalty which have an influence on making a decision on buying. Behavioural loyalty is a stronger type because it is the real action from customer buying a product because of pleasure. There is no reluctance or hesitation in their minds and it can be implied that those customers who have behavioural loyalty are real loyal customers for a hotel.

Consequently, all variable factors which are mentioned above are considered with demographics in order to examine the effect of these factors toward customer by studying demographics.

2.6 Demographic factors

Demographic factors are useful as one of the marketing strategies used in all industries. The term demographic factors is defined widely by a number of marketers. Pol (1993) stated that they are considered as crucial sources to be used in an applied manner. Demographic factors mainly involve age, income, education,

occupation and gender which are important tool for marketers to better understand and predict different consumption patterns of each market segmentation.

However, in this research, the author added frequency of stay, propose for staying and reason for staying in the study because frequency of stay is considered as one of the factors to measure customer loyalty (Gibbins, 2007). In addition, some literature reviews stated that average length of stay is considered one of the basic tourist characteristics; it can reflect the customer's expectations, attitude and behaviour (Athens, 2002). Other related research which studied customer loyalty put the purpose for staying as one of independent variables (Chung and Hyun Kim Ph.D., 2011). The study of Victorino et.al (2012) stated that independent boutique hotels were the second most popular hotel type for business customers who were fond of staying at midrange and upscale hotels.

Reason for staying was also taken into account as an independent variable; the other study found that there were some reasons why customers preferred to stay at boutique hotels. Those reasons were the element of surprise (design, service, food and ambience) and artistic intuition such as impressive architecture and fascinating art pieces (www.iexplore.com).

Marketers have to combine demographic data with psychographic data because it provides marketers with an understanding of customers' lifestyles, attitudes, interests, opinions and buying behaviour. Fisk et. al(1984) stated that demographics are a profitable source to consider in each market segmentation; customer's characteristic by frequently of consuming the products at the premium price. Importantly, demographics can identify the potential purchase behaviour of customers such as the effect of sale promotions. Demographics are one of the most important factors to be considered in segmenting markets and customers because it will clearly indicate type of segmentation for marketers. Basically, marketers will understand their customers' natures better (Gary & Phillip, 2005). Demographics are found to be an influencing factor which causes different perceptions in each individual toward motivational factors (Wong, Siu and Tsang, 1999).

The demographic segmentation divides customers into segments based on demographic values such as age, gender, family size, family life cycle, income, occupation, education, religion, race, generation, social class and nationality (Gary & Phillip, 2005).

In conclusion, demographic factors consist of age, income, education, occupation and gender. Referring to the related studies on demographics in this context, it can be stated that demographic factors provide the benefit of learning a customer's potential purchasing behaviour or a customer's attitude toward a product of a hotel.

2.7 Empirical research and related studies

2.7.1 Demographic factors and hotel image

Knapp (2005) found that gender was a variable for hotel image. While McMahon found that Generation X, the group of people who were born between 1964-1976. They travel more than previous generations. The big hotel chains are considering expanding their hotels or launching new hotel brands designed to compete with boutique hotels which now successfully attract the loyalty of Gen-x (McMahon, 2005). Image is an important component which varies on different demographics. A number of hotel chains have adapted and changed various facility products; the old hard mattresses were replaced with name-brand mattresses, oversized pillows and trendy duvets were also replaced at Marriott International, Inc. Gen-x spends more time in the shower; therefore Hyatt's shower was changed to one-third open and two-thirds glass while Hilton put fogless mirrors in order to allow more natural lighting into bathrooms. Some research found that Gen-x is looking for sport clubs more than other generations. Holiday Inn plans to replace the old lounges with sport bars (Lollis, 2005). Menus are becoming healthier and more organic. Marriott added various new foods and is open 24 hours a day, 7 days a week to response Gen-x's different schedule and food preferences. Moreover, front-desk staff is the key image of a hotel. Marriott and Sheraton hotels allow their staff to wear contemporary clothing and speak in casual language which is more reflective to their customers (Knapp, 2005). In conclusion, it could be said that destination images, which are likely to generate loyalty, differ based on customers' demographic characteristics (Chi, et al., 2009). A hotel image was one of the five constructs (service quality, perceived value, hotel image, customer satisfaction and behavioural intentions) which studied customer

behavioural intentions in Taiwan hotel industry thesis. That study found that those five constructs were based on the relationship of demographics of customers (Wu, 2009).

In income category, Holton stated that customers with higher incomes pay more attention to information offered by staff. In other words, higher income customers expect personalized service encounters more than lower-income customers (Holton, 2004).

Terzioglu and Gokovali (2013) stated that length of stay or frequency of visiting the destination place are considered as variable factors of a tourist's experience such as overall attraction and positive image of the destination place. The positive image and tourist's experience could increase the probability of staying longer.

In conclusion, referring to the related studies on demographics which have an influence to hotel image; they found that gender and income are the key demographics which affect on hotel image in terms of customers' perceptions.

2.7.2 Demographic factors and customer perceived value

Customers with different income levels will have different perceptions on service quality as studied by Scott & Shideff (1993). Similar research found that a customer with higher income also has high education level. Consequently, they will give more consideration to information processing in order to make a decision. In other words, they expect more personalized service encounters than lower-income customers, Holton (2004). Moreover, high-income level customers are willing to pay expensive rates for better services (Whittle, 1984).

In conclusion, referring to the related studies on demographic factors which have an influence on customers' perceived value, it can be stated that income is a key demographic which affects customers' perceived value. It could be stated that a customer with higher income level tends to pay more attention and criticize the service outcomes than a lower income customer.

2.7.3 Demographic factors and customer satisfaction

When measuring customers' satisfaction, demographic factors are always taken into consideration. The reason is because each nationality has a different level

of satisfaction toward the same services; American people score '5' out of '5' as very good services while European people score '4' out of '5' because they have their own opinion that perfection does not exist. Therefore they prefer to score only '4' as excellent (Williams & Buswell, 2003).

Age is also one of the varying factors. The research found that older persons are more concerned about service standards than younger persons because they expect value for money they paid for services (Williams & Buswell, 2003). In addition, cultural differences cause people to have different experiences in terms of emotions when exposed to services. Other demographic factors play a moderate role in customer satisfaction such as gender, ethnicity and marital status which affect customer satisfaction the least. Income is the demographic variable which has the strongest effect on some dimensions involved in expectations, perceptions, satisfaction and retention (Haddad, Al-Dmour & Al-Zu'bi, 2012). Junoh and Yaacob (2011) found the relationship between customer satisfaction and demographics wherein education level, income, price factors, nationality, and gender have an influence on customer satisfaction.

In conclusion, referring to the related studies on demographic factors which have an influence on customer satisfaction; they found that there are three demographic factors influencing in this context; nationality, age and culture.

2.7.4 Demographic factors and customer loyalty

Gender may impact customer perceptions because of gender role socialization; interaction quality, physical environmental quality, outcome quality and system quality due to decoding the service transaction, information processing and the importance placed on core (Brody et al., 1993). Apparently, they also found that females may be more brand loyal because they generally place a higher value on long-term relationships and are more feelings orientated. As an example, in the USA 65% of females show preferences for "feeling" over "thinking". Moreover, females are socialized for interpersonal sensitivities, more emotions and comprehensive information processions. On the other hand, males consider less information; they focus more on the outcome when compared to females. Additionally, they are looking for efficiency more than personal interaction in a typical service encounter while age

and occupation are considered to have an association with customer loyalty in terms of repurchasing intention and loyal behaviour. Significantly, more mature customers (35-54 and more than 55 years) are more loyal than younger customers (18-24 and 25-34 years) (Sharma et al., 2012). Similarly, Patterson found that demographics (age, sex and occupation) have a relationship on customer loyalty (repurchase intention and behaviour loyalty). Moreover, gender has been considered the influencing factor on purchase intention. Women seem to maintain relationship with the service provider while men prefer to maintain autonomous interactions (Walsh and et al., 2008). Customer loyalty is mostly for the purpose of repurchase. It is about social benefits, special treatment and confidence (Patterson, 2007). Other researchers have stated that demographics are important variable factors when creating a marketing strategy because demographics is a market segmentation based on social-demographic, psychographics, behavioural characteristics and trip characteristics. Some studies found that different demographic in age may influence customer loyalty in terms of travel behaviour patterns (Chi and et. al.2009). Furthermore, older customers are more satisfied and loyal than younger customers. This is the same as the study of Slama and et al., (1985) which stated that age is indicated as positively associated to loyalty because the older customers tend to spend less time searching for information for purchasing. Wu (2009) found that demographic variables are the influential determinants on a behavioural intention (a behavioural loyalty).

In conclusion, customer loyalties are different based on customers' demographic characteristics, especially gender, age, education level and income level. Demographics are considered as the varying factors influencing customer loyalty.

2.7.5 Customer perceived value and customer satisfaction

Chang and Wang (2010) stated that a customer's perceived value has a significant positive effect on customer loyalty because each person evaluates the product or service. Therefore when customer perceived value is high, a customer will have a positive evaluation which leads to customer satisfaction. A hotel also seeks to generate a better perceive value of a product for a customer. Some other related researches have stated that service qualities have a direct positive effect on a customer's perceived value which effects customer satisfaction as well (Zins, 2001).

Customer satisfaction is the result of the service experience. Customer perceived value directly effects customer satisfaction. Then, it leads to purchase intention in the future (McDougall and Levesque, 2012).

In conclusion, referring to the related studies on customer perceived value which have an influence on customer satisfaction, they found that good customer perceived value will lead to customer satisfaction because of a customer's positive evaluation of a product and service.

2.7.6 Customer perceived value and customer loyalty

Customer perceived value is described as the perception which a customer received regarding the services a hotel provided to a customer (Zeithaml, 1988).

Perceived value has two concepts; perceived value is the result of customers' pre-purchase perception or expectation evaluated during the process of transaction of the services. On the other hand, it is the perception after consumption of the services. The other concept is the divergence between the benefits received from services and the sacrifices made by a customer. The benefits received from the services are the desired value which is perceived in customers' mind, ex. Service quality (Monroe, 1991), while sacrifices made by a customer means monetary (price) and non-monetary (time, effort). Monetary measures the worth of the services a customer received for money they paid. While non-monetary sacrifice relates to customer's time and effort which they expended in order to acquire services (Cronin et al., 2000). Therefore, to maintain customer perceived value, a hotel must both increase service quality and decrease customers' sacrifices (price, time and effort to purchase). In order to reach the perceived value of the services, the key perspective which a hotel should put more concern into is in cognitive sense, sales promotions which could attract customers' decisions. Second, it is the affective sense (favoured attitude), encouraging the repeated satisfaction of purchasing decisions by customers. Third, it is the cognitive stage which creates customer's behaviour intention to buy services. The last stage is the action to buy services (Oliver, 1997; Moliner et al., 2007). It has been found that customer perceived value is the result of marketing strategy because a main objective for delivering value to customers or generating customer perceived value is to develop loyal customers in terms of increasing purchase frequency,

purchase quantity and avoiding switching behaviour (Rust et al., 2004). Therefore, generating customer perceived value is one of essential methods to build a competitive advantage. Furthermore, perceived value is considered as a key to the success of buyer-seller relationships. Customer perceived value is the perception regarding quality, social psychology, benefits and money. The research found that there is a positive relationship between customer perceived value and service quality which causes customer loyalty (Bauer et. al., 2006).

In conclusion, referring to the related studies on customer perceived value which has an influence on customer loyalty, it can be stated that good customer perceived value would develop into customer loyalty in terms of increasing purchasing frequency and avoiding switching behaviour. There are four steps to create good customer perceived value; cognitive sense, affective sense, cognitive stage and action.

2.7.7 Hotel image and customer satisfaction

Pricing is not always a good marketing tool in order to generate customer satisfaction because to increase or decrease price could have a negative impact on hotel's long-term profitability.

Hotel image is very important. It influences both positive and negative perceptions in customer's mind (Assael, 1987). The study of (Zeithaml and Berry, 1996) found that image is considered to have a high influence on customer perception toward products and services offered to customers, also impacts on buying behaviour. All images can be considered in customers' minds; advertising, public relations, physical image, word of mouth and actual experience with services. Interestingly, image is positively associated with a customer's satisfaction and loyalty. It implies that hotel image is one of important factors leading to customers' satisfaction and customers' preference. Hotel image and customers' satisfaction have close relationship with each other; customer satisfaction is the positive perception toward the brand that leads to potential to repurchase and also willingness to tell others about their favourable experiences which they faced with the hotel while dissatisfaction is the negative perception and performs the opposite outcome to customer satisfaction (Assael, 1987). Related research found that creating good image can affect customers'

response (Keller, 1998), “mental picture of the brand created in response to brand related stimuli” Padgett & Allen, 1997(cited in Saeed, 2011). Therefore, the image has a great effect on customer satisfaction. Hotel image is an ability to influence customers' perception towards the product and services offered (Balekjian and Sarheim, 2011).

Another related tourism study, e.g. restaurant service, found that customers who like the restaurant's image such as food quality are likely to believe in other products and have high customer satisfaction afterward (Ryu and et al., 2012). Kandampully and Suhartanto (2000) claimed, regarding the linkage between hotel image and customer satisfaction, that customers with favourable service image of the hotels tend to have a positive and greater level of customer satisfaction. Bloemer & Ruyter (1998) found that image was an important predictor of customer satisfaction.

In conclusion, referring to the related studies on hotel images which have an influence on customer satisfaction, it can be stated that a hotel's image influences customer satisfaction because good hotel image causes a good positive feeling on the part of customer. On the other hand, unpleasant hotel image will cause a negative feeling in customer's mind. Consequently, each generates a different reaction from a customer.

2.7.8 Hotel image and customer loyalty

Hotel image has a positive impact on customer loyalty. It is clear that hotel image and customer loyalty are directly linked with the hotel's service performance by the way staff delivers service. Service quality and customer satisfaction help to enhance the hotel's image in the way customers remain loyal by returning to stay at the hotel and recommend it to others (Kandampully & Suhatantoo, 2000). Hotel image as an ingredient of the customers' set of values; price, product quality, service quality and innovation which effects the extent of loyalty (Frederics and Salter, 1995). Additionally, Kadampully & Suhatantoo (2000) found that image is one of the most crucial factors for customer to consider regarding repurchase and recommendation. Some researchers stated that the relationship between hotel image and customer loyalty is assumed as this consequence;

Image → quality → satisfaction → post-purchase behaviour.

Furthermore, hotel image will remain the high score of customer loyalty because hotel image is considered to have the ability to influence customer perceptions of products and services offered by hotels (Heung et. al, 1996). Heung et.al (1996) found that hotel image is an antecedent of behavioural intention (a behavioural loyalty) of a loyal customer. In addition, image plays an important role in affecting customer loyalty behaviour regarding its position in the market in terms of competing with competitors (Eliwa, 1993).

In conclusion, referring to the related studies on hotel image and customer loyalty, the result found that hotel images are not only physical images of hotel but it also included service quality and product quality. Therefore, hotel images are important factors when a customer is selecting a hotel.

2.7.9 Customer satisfaction and customer loyalty

Mittal & Kamakura (2001) stated that customer satisfaction is a main determinant of customer loyalty. Customer satisfaction has a positive influence on customer loyalty. It implies that the positive effects of customer satisfaction on customer loyalty will reflect in the customers' intention to consider whether to repurchase and recommend to others or not. Other researchers have found that customer satisfaction and customer loyalty is a well-known concept used to study in many areas such as consumer research, economic psychology, marketing, etc. Additionally, customer satisfaction has been considered as a key factor to study when determining why customer leaves or stays at a place. Szymanski and Henard's research also found a strong relationship between customer satisfaction and customer loyalty (Szymanski and Henard, 2001). In the study of meta-analysis in 1983, researchers found a positive correlation between customer satisfaction and customer loyalty as well (Bearden & Teel, 1983). Similar to Mohan and others' research, the research indicated that greater customer satisfaction leads to greater intention to repurchase or a customer loyalty state. Furthermore, dissatisfied customers will easily create negative word of mouth and enhance a customer's intention to switch. Consequently, dissatisfied customers lead to low loyalty. Apparently, customer satisfaction and customer loyalty are highly related (Lewis, 1991).

Moreover, customer satisfaction is considered to be the best indicator of a company’s profit and competitiveness in the future because of the outcome of customer loyalty (Bei&Chiao, 2001).

2.7.10 Conceptual framework

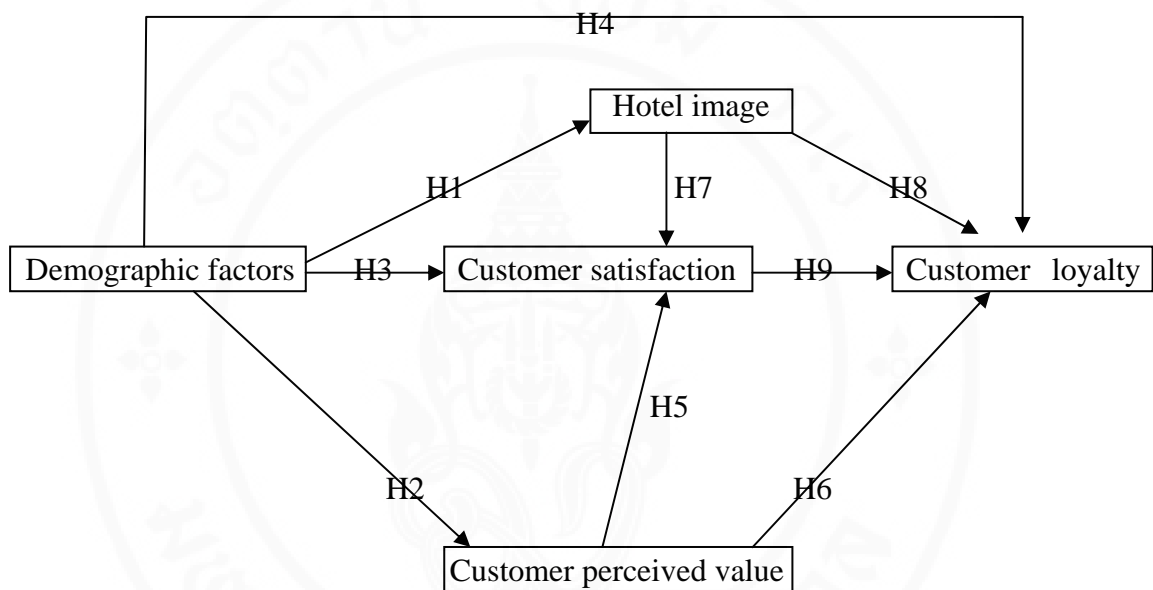


Figure 2.1 Conceptual framework of related relationship factors leading to customer loyalty

CHAPTER III

METHODOLOGY

This study investigated key factors influencing customer loyalty toward boutique hotels in Bangkok and eastern part of Thailand. Consequently, the methodology used for this paper was exploratory research in the form of a literature review.

3.1 The Questionnaire

The questionnaires consisted of structured questions; multiple choice and scale questions and question wording. The questionnaire consisted of 2 sections; personal section and scale questions. The questionnaires were distributed to Thais and foreign customers of the boutique hotels in Bangkok and eastern part of Thailand.

-Part 1

1.1 Multiple choice questions were used, a choice of answers was provided to a customer to select one or more of the alternatives given.

-Part 2

2.1 Scales were used with a 7 measure criteria of agreement and satisfaction; Strongly disagree (1), Quite disagree (2), Disagree (3), Fair (4), Agree (5), Quite agree (6), Strongly agree (7).

2.2 Open ended questions (optional) were also used. This is an optional area to further measure attitude of customers towards the boutique hotels.

3.2 Data collection and samples

Firstly, the scope of study was at the center area of Bangkok; however, the research survey had a limitation due to the possibility of not being able to access the

customers of boutique hotels around Bangkok. Therefore, the scope of the research was extended to eastern part of Thailand as mentioned in scope of study in chapter one. A 400-sample population was tested at boutique hotels based in Bangkok and eastern part of Thailand.

The process of distributing questionnaires was that 400 questionnaires were sent to the front office managers of those boutique hotels (approximately 20-50 questionnaires distributed at each place). The completed data received were analyzed by using the SPSS for Windows quantitative method testing program.

3.3 Face validity and reliability assessments

Face validity

Five questionnaires were distributed to 5 people in order to test the validity of the questionnaire and to check that each question was understandable by 5 respondents; if not the questions were adjusted in order to meet the validity.

Reliability analysis

The thirty valid questionnaires were distributed to 30 customers from 2-3 boutique hotels. They were then checked for reliability by SPSS program, Cronbach's Alpha. The justified figure is more than 0.7. The result of tested 30 questionnaires found that all of them had Cronbach's Alpha of more than 0.7; the lowest was 0.753 from customer loyalty and the highest was 0.935 from hotel image. Therefore the questionnaire was applied further to 400 customers of the boutique hotels. The result found that the lowest was 0.740 from customer loyalty as well and the highest also was 0.974 from hotel image as indicated by table 3.3.1, Reliability Analysis below;

Table 3.1 Reliability analysis

No.	Variables	Cronbach's Alpha
1.	<p><u>Hotel image (holistic)</u></p> <ol style="list-style-type: none"> 1) The hotel is conveniently located. 2) Room maintenance is adequate. 3) The lighting in the hotel is suitable. 4) The aroma in the hotel is appropriate. 5) The lobby / reception area is comfortable. 6) The hotel is clean in all public areas. 7) The bedrooms are comfortable. 8) This hotel's facilities are up to date. 9) The hotel is successful in providing overall services. 10) Most people have a positive opinion about this hotel. 11) The hotel is popular. <p><u>Hotel image (attribute)</u></p> <ol style="list-style-type: none"> 1) The reservation system is easy to use. (e.g. telephone/internet/website). 2) Staff's knowledge of the hotel's procedures makes me feel comfortable. 3) The staff are courteous. 4) The staff put an effort into any issues/requests which I have. 5) The staff are easily accessible when needed. 6) The front desk staff accurately verified the reservation requests. 7) The staff performed the service right the first time. 8) The staff try very hard to rectify my requests. 9) The staff are knowledgeable about hotel equipment (e.g.computer system). 10) The staff understand my needs. 	.974

Table 3.1 Reliability analysis (cont.)

No.	Variables	Cronbach's Alpha
	11) My requests are handled promptly. 12) The staff are friendly.	
2.	<u>Customer satisfaction (services)</u> 1) Safety of the hotel. 2) Problem solving skills of staff. 3) Prompt service to customers. 4) Service mind of staff. 5) Individualized attention from staff. 6) Accuracy of reservation. 7) Timeliness of Check-in. 8) Ease of Check-out. 9) Receiving a fond farewell when you checked out. 10) Completeness and Accuracy of bill. 11) Communication skills of staff. 12) Facilities are well equipped. 13) Facilities are well designed. 14) Overall satisfaction, I am satisfied with my decision to stay at the hotel. <u>Customer satisfaction (products)</u> 1) Comfort (Facilities in room / public areas). 2) Cleanliness of the hotel. 3) Architecture. 4) Interior decoration.	.968
3.	<u>Customer perceived value (functional value price)</u> 1) The service is good for expense it causes me. 2) The total cost that causes me is reasonable. 3) The results of the service perceived were as expected.	.887

Table 3.1 Reliability analysis (cont.)

No.	Variables	Cronbach's Alpha
	4) The waiting time until I am attended to is appropriate. 5) The price is worth to pay. <u>Customer perceived value (social value)</u> 1) The hotel is very well considered by most people. 2) Many people I know like this hotel. 3) This hotel is well-known. 4)The fact that I come here looks good to the people I know. <u>Customer perceived value (emotional value)</u> 1) I am happy with the service. 2) I feel relaxed. 3) Staff give me positive feelings. 4) In general, I feel at ease.	
4.	<u>Customer loyalty (attitudinal loyalty)</u> 1) I rarely switch from hotel just to try something different. 2) I would rather select this hotel than try other boutique hotels which I never stay. 3) I will introduce this hotel to my friends. 4) I am willing to select to stay at this hotel even if I know there are other boutique hotels around here. 5) I would like to select this hotel to stay in next time.	.740

Hair et al. (2010) defined reliability and validity as an assessment of the degree of consistency between multiple measurements of a variable. This study was measured by Cronbach's Alpha to measure the overall reliability of each factor of productivity values. All values considered reached alpha coefficient exceeding the values of 0.70 as suggested.

3.4 Hypothesis development

The purpose of this model was to investigate the relationships of related factors which were based on the literature reviews. The model's contribution depends upon the relationship of each match (demographic factors and hotel image, demographic factors and customer perceived value, demographic factors and customer satisfaction, demographic factors and customer loyalty, customer perceived value and customer satisfaction, customer perceived value and customer loyalty, hotel image and customer satisfaction, hotel image and customer satisfaction and customer loyalty).

The hypotheses presented in conceptual model, which were tested in this study, were the following:

H1. There is the relationship between demographic factors and hotel image.

H1.1 There is the relationship between gender and hotel image.

H1.2 There is the relationship between nationality and hotel image.

H1.3 There is the relationship between age and hotel image.

H1.4 There is the relationship between income and hotel image.

H1.5 There is the relationship between purpose for staying and hotel image.

H1.6 There is the relationship between frequency and hotel image.

H1.7 There is the relationship between reason for staying and hotel image.

H2. There is the relationship between demographic factors and customer perceived value.

H2.1 There is the relationship between gender and customer perceived value.

H2.2 There is the relationship between nationality and customer perceived value.

H2.3 There is the relationship between age and customer perceived value.

H2.4 There is the relationship between income and customer perceived value.

H2.5 There is the relationship between purpose for staying and customer perceived value.

H2.6 There is the relationship between frequency and customer perceived value.

H2.7 There is the relationship between reason for staying and customer perceived value.

H3. There is the relationship between demographic factors and customer satisfaction.

H3.1 There is the relationship between gender and customer satisfaction.

H3.2 There is the relationship between nationality and customer satisfaction.

H3.3 There is the relationship between age and customer satisfaction.

H3.4 There is the relationship between income and customer satisfaction.

H3.5 There is the relationship between purpose for staying and customer satisfaction.

H3.6 There is the relationship between frequency and customer satisfaction.

H3.7 There is the relationship between reason for staying and customer satisfaction.

H4. There is the relationship between demographic factors and customer loyalty.

H4.1 There is the relationship between gender and customer loyalty.

H4.2 There is the relationship between nationality and customer loyalty.

H4.3 There is the relationship between age and customer loyalty.

H4.4 There is the relationship between income and customer loyalty.

H4.5 There is the relationship between purpose for staying and customer loyalty.

H4.6 There is the relationship between frequency and customer loyalty.

H4.7 There is the relationship between reason for staying and customer loyalty.

H5. There is the relationship between customer perceived value and customer satisfaction.

H6. There is the relationship between customer perceived value and customer loyalty.

H7. There is the relationship between hotel image and customer satisfaction.

H8. There is the relationship between hotel image and customer loyalty.

H9. There is the relationship between customer satisfaction and customer loyalty.

CHAPTER IV

RESULT OF DATA ANALYSES

This chapter defined the data analysis result which aimed to achieve the objectives and test the hypotheses of the study, based on the data collection of 400 questionnaires from both Thais and foreigner customers who stayed at the boutique hotels in Bangkok and eastern part of Thailand. The SPSS for windows was used to analyze the data, which was divided into 2 parts. Firstly, personal information in multiple choices were examined to have a better understanding about data distribution. They were analyzed by descriptive statistics to explain the importance of each factors. Secondly, independent samples t-test was performed to determine if significant mean score differences exist between gender and nationality toward hotel image, customer satisfaction, customer perceived value and customer loyalty, while F-test of ANOVA was done to find out the significant mean score differences that might exist amongst gender, age, purpose for staying, nationality, income, frequency and reason for staying toward hotel image, customer satisfaction, customer perceived value and customer loyalty. Using Correlation to examine the relationship among variable factors (hotel image, customer satisfaction, customer perceived value and customer loyalty). While Regression applied for finding the influence among variable factors (hotel image, customer satisfaction, customer perceived value and customer loyalty).

4.1 Thais and foreign customers' personal information variables

Both Thais and foreigner customers' demographic variables need to be investigated in order to know the frequency and distribution of the data. The personal information variables in the study were gender category, age category, income per month category, nationality category, purpose for staying category, reason for staying and frequency category. Below are the frequencies of each personal information variable asked in the questionnaire.

Table 4.1 Respondents' personal information profiles

Personal information	Frequencies (n)	Percentage
Gender		
Male	197	49.25
Female	203	50.75
Age		
25 under 25	41	10.25
26 -34	131	32.75
35-44	122	30.50
45-54	62	15.50
55-64	35	8.75
65 or older	9	2.25
Purpose for staying		
Business	59	14.75
Visiting family and friend	58	14.50
Leisure	261	65.25
Shopping	18	4.50
Others	4	1.00
Nationality		
Thais	212	53.00
Foreigners	188	47.00
Income (per month)		
Below 1,000 USD (Below 30,000 THB)	123	30.75
1,000-2,000 USD (30,000- 60,000 THB)	111	27.75
2,001-3,000 USD (60,000- 90,000 THB)	42	10.50
3,001-50,000USD (90,030- 150,000 THB)	84	21.00
More than 5,000 USD (More than150,000 THB)	39	10.00
Frequencies		
Once	140	35.00
Twice	158	39.50
3 times	48	12.00
4 times	19	4.75
5 times or more	35	8.75
Main reason for staying		
Have no choice	4	1.00
Collect the point	2	0.50
Convenience	197	49.25

Table 4.1 Respondents' personal information profiles (cont.)

Personal information	Frequencies (n)	Percentage
Main reason for staying		
Fond of the concept	75	18.75
Membership	2	0.50
Friend recommends	81	20.25
Familiarity	39	9.75
How often staying at the hotels per year		
1 time	168	42.00
2 times	109	27.25
3 times	55	13.75
More than 3 times	68	17.00
Average length of stay		
1 day	20	5.00
2 days	116	29.00
3 days	94	23.50
4 days	38	9.50
5 days	46	11.50
More than 5 days	86	21.50
Complains		
Yes	167	41.75
No	233	58.25
Complains dealt with satisfaction		
Yes	165	98.80
No	2	1.20

In the gender category, most respondents involved in the study were female 203, 50.75% higher than male with the number of 197 respondents or 49.25%. In the age category, the customers from '26-34' category achieved the highest frequency of 131 or 32.75%, while '65 or older' category has the least respondents of 2.25% only. Another age categories had the respectively order as follow; '35-44' with 122 respondents, 30.50%, '45-54' with 62 respondents, 15.50%, '25 or under 25' with 41 respondents, 10.25%, '55-64' with 35 respondents, 8.75%.

In terms of purpose for staying category, the largest group was 'leisure' with 261 respondents, 65.25%, followed by 'business' with 59 respondents, 14.75%, 'visiting

family and friend' with 58 respondents, 14.50%. While the other purpose groups were 'shopping' with 18 respondents, 4.50% and 'others' with 4 respondents, 1% respectively.

In terms of nationality category, two groups have nearly equal proportion, Thai customer respondents were 212 respondents, 53.00%. While foreigner customer respondents were 188 respondents, 47%. The largest group of foreigner customers was Japanese with 26, 6.5%. Secondly group was American with 16, 4.0% and the last third group was Chinese with 15, 3.8%.

In terms of income per month category, the respondents with income per month 'below 1,000-2,000 USD (below 30,000-60,000 THB)' had the largest amount respondents with 123, 30.75%. Secondly was '1,000-2,000 USD (30,000-60,000THB)' with 27.75%. While another income categories followed respectively; '30,001-50,000USD (90,030-150,000 THB)' with 84 respondents, 21%, '2,001-3,000 USD (60,000-90,000 THB)' with 42 respondents, 10.50% and 'More than 5,000 USD (morethan150,000 THB)' with 39 respondents, 10%.

In terms of frequency category, the largest group respondent was the customer who visited the hotels 'twice' with 158 respondents, 39.50% followed by 'once' with 140 respondents, 35%. Another categories frequencies categories followed respectively; '3 times' with 48 respondents, 12%, '5 times or more' with 35 respondents, 8.75% and the smallest was '4 times' with 19 respondents, 4.75%.

In terms of main reason for staying category, the largest group respondent was 'convenience' with 197 respondents, 49.25% followed by 'friend recommends' with 81 respondents, 20.25% and 'fond of the concept' with 75 respondents, 18.75%. Another categories frequencies categories followed respectively; 'familiarity' with 39 respondents, 9.75%, 'have no choice' with 4 respondents, 1% and 'collect the point' and 'membership' had equal respondents with 2 respondents, 0.50% as the smallest group.

In terms of how often of staying at the hotels (per year), the largest group respondent was '1 time' with 168 respondents, 42% followed by '2 times' with 109 respondents, 27.25% and 'more than 3 times' with 68 respondents, 17%. The smallest group was '3 times' with 55 respondents, 13.75%.

In terms of average length of stay category, the largest group respondent was '2 days' with 116 respondents, 29% followed by '3 days' with 94 respondents,

23.50% and 'more than 5 days' with 86 respondents, 21.50%. The smallest group was '1 day' with 20 respondents, 5%.

In terms of making the complaint category, the largest group respondent was 'no' with 233 respondents, 58.25%. It means that there were 233 respondents made no complains while they were staying at the hotels. While 167 respondents, 41.75% made complains. After they made the complains, how hotel responded with the respondents 'complains were 165 respondents, 98.80%. Consequently, there were only two respondents whose their complains were not dealt with the satisfaction, 1.20%.

The degree of measurement the variable factors was determined by the arithmetic mean interpretation as below;

Table 4.2 Arithmetic mean interpretation

Degree	Mean
Strongly disagree/Strongly satisfied	1.00-1.86
Quite agree/Quite satisfied	1.87-2.72
Agree/Satisfied	2.73-3.58
Fair	3.59-4.44
Disagree/Dissatisfied	4.45-5.30
Quite disagree/Quite dissatisfied	5.31-6.15
Strongly disagree/Strongly dissatisfied	6.15-7.00

The table 4.3 below shows the mean and standard deviation of each item in the questionnaire

Table 4.3 Descriptive statistics of hotel image

<u>Hotel image</u>	Mean	Std. Deviation
<u>Holistic</u>		
1.The hotel is conveniently located.	5.93	1.133
2.Room maintenance is adequate	5.82	1.055
3.The lighting in the hotel is suitable.	5.73	1.091
4.The aroma in the hotel is appropriate.	5.69	1.103
5.The lobby / reception area is comfortable.	5.72	1.097
6.The hotel is clean in all public areas.	5.78	1.032
7.The bedrooms are comfortable.	5.94	1.025
8.This hotel's facilities are up to date.	5.70	1.048
9.The hotel is successful in providing overall services.	5.56	1.194
10.Most people have a positive opinion about this hotel.	5.57	1.148
11.The hotel is popular.	5.49	1.220
<u>Attribute</u>		
1.The reservation system is easy to use. (e.g. telephone/internet/website).	5.84	1.109
2.Staff's knowledge of the hotel's procedure makes me feel comfortable.	5.71	1.081
3.The staff are courteous.	5.81	1.098
4.The staff put an effort into any issues/requests which I have.	5.68	1.087
5.The staff are easily accessible when needed.	5.72	1.070
6.The front desk staff accurately verified the reservation requests.	5.72	1.063
7.The staff performed the service right at the first time.	5.74	1.052
8.The staff try very hard to rectify my requests.	5.73	1.072
9.The staff are knowledgeable about hotel equipment (e.g. computer system).	5.72	1.117
10. The staff understand my needs.	5.63	1.132
11. My requests are handled promptly.	5.99	1.081
12. The staff are friendly.		

N= 400

The likert scale used in the questionnaire ranking from 1 (Strongly disagree/Strongly dissatisfied) to 7 (Strongly agree/Strongly dissatisfied). The highest mean of hotel image which consists of holistic and attribute; 'The bedrooms are comfortable' (5.94) with the standard deviation 1.025 was the highest item, followed by 'The hotel is conveniently located' (5.93) with the standard deviation 1.133, and 'Room maintenance is adequate' (5.82) with the standard deviation 1.055 in holistic. While 'The staff are friendly' (5.99) with the standard deviation 1.081 was the highest item in attribute, followed by 'The reservation system is easy to use. (e.g. telephone/internet/website)' (5.84) with the standard deviation 1.109 and 'The staff are courteous' (5.81) with the standard deviation 1.098.

While 'The hotel is popular' achieved the lowest mean value of 5.49 with the standard deviation of 1.220 in holistic and 'My requests are handled promptly' achieved the lowest mean value of 5.63 with the standard deviation of 1.132 in attribute.

Table 4.4 Descriptive statistics of customer satisfaction

<u>Customer satisfaction</u>	Mean	Std. Deviation
<u>Services</u>		
1.Safety of the hotel	6.00	1.044
2.Problem solving skills of staff	5.69	1.061
3.Prompt service to customers	5.75	1.031
4.Service mind of staff	5.78	.984
5.Individualized attention from staff	5.74	1.005
6.Accuracy of reservation	5.90	1.014
7.Timeliness of Check-in	5.83	1.042
8.Ease of Check-out	5.76	1.067
9.Receiving a fond farewell when you checked out	5.69	1.049
10.Completeness and Accuracy of bill	5.84	1.015
11.Communication skills of staff	5.68	.995
12.Facilities are well equipped	5.67	1.045
13.Facilities are well designed	5.62	1.036
14.Overall satisfaction, I am satisfied with my decision to stay at the hotel.	5.86	.995
<u>Products</u>		
1.Comfort(Facilities in room/public areas)	5.76	1.020
2.Cleanliness of the hotel	5.92	.974
3.Architecture	5.84	1.040
4.Interior decoration	5.86	1.059

N=400

The table above showed the mean and standard deviation of each item in the questionnaire. The likert scale used in the questionnaire ranking from 1 (Strongly disagree/Strongly dissatisfied) to 7 (Strongly agree/Strongly dissatisfied). The highest mean of customer satisfaction which consisted of services and products; ‘Safety of the hotel’(6.00) with the standard deviation 1.044 was the highest item in services, followed by ‘Accuracy of reservation’ (5.90) with the standard deviation 1.014 and ‘Overall satisfaction, I am satisfied with my decision to stay at the hotel’ (5.86) with the standard deviation .995 .

While ‘Cleanliness of the hotel’ (5.92) with the standard deviation (.974) was the highest item in products, followed by ‘Interior decoration’ (5.86) with the standard deviation (1.059) and ‘Architecture’ (5.84) with the standard deviation (1.040).

‘Facilities are well designed’ was the lowest item in services (5.62) with the standard deviation 1.036. ‘Comfort (Facilities in room / public areas)’ also was the lowest item in products (5.76) with the standard deviation (1.020).

Table 4.5 Descriptive statistics of customer perceived value

<u>Customer perceived value</u>	Mean	Std. Deviation
<u>Functional value price</u>		
1.The service is good for expense it causes me.	5.85	1.040
2.The total cost that causes me is reasonable.	5.84	1.022
3.The results of the service perceived were as expected.	5.85	.992
4.The waiting time until I am attended to is appropriate.	5.78	1.031
5.The price is worth to pay.		
<u>Social value</u>	5.92	1.030
1.The hotel is very well considered by most people.	5.46	1.121
2.Many people I know like this hotel.	5.45	1.164
3.This hotel is well-known.	5.48	1.128
4.The fact that I come here looks good to the people I know.	5.35	1.287
<u>Emotional value</u>		
1.I am happy with the service.	6.07	3.701
2.I feel relaxed.	5.90	1.051
3.Staff give me positive feelings.	5.89	1.080
4.In general I feel at ease.	6.07	1.014

N = 400

The table above showed the mean and standard deviation of each item in the questionnaire. The likert scale used in the questionnaire ranking from 1 (Strongly disagree/Strongly dissatisfied) to 7 (Strongly agree/Strongly dissatisfied). Customer perceived value consists Functional Value Price, Social Value and Emotional Value; 'The service is good for expense it causes me' and 'The results of the service perceived were as expected' were both items which have the same mean at 5.85 with the standard deviation at 1.040 and .992. They were the highest items in Functional Value Price, followed by 'The price is worth to pay' (5.92) with the standard deviation 1.030 and 'The total cost that causes me is reasonable' (5.84) with the standard deviation 1.022.

In social Value, 'This hotel is well-known' achieved the highest item with (5.48) and the standard deviation was 1.128, followed by 'The hotel is very well considered by most people' (5.46) with the standard deviation 1.121 and 'Many people I know like this hotel' (5.45) with the standard deviation 1.164.

'I am happy with the service' and 'In general I feel at ease' were both items which had the same mean at 6.07 with the standard deviation at 3.731 and 1.014. They were the highest items in emotional value, followed by 'I feel relaxed' (5.90) with the standard deviation 1.051.

While 'The waiting time until I am attended to is appropriate' was the lowest item in services (5.78) with the standard deviation 1.031 in functional value price. 'The fact that I come here looks good to the people I know' was the lowest item in Social Value (5.35) with the standard deviation 1.287. The last one was 'Staff give me positive feelings' was the lowest item in Emotional Value (5.89) with the standard deviation 1.080.

Table 4.6 Descriptive statistics of customer loyalty (attitudinal)

<u>Customer loyalty</u>	Mean	Std. Deviation
<u>Attitudinal loyalty</u>		
1.I rarely switch from hotel just to try something different.	4.20	2.096
2.I would rather select this hotel than try other boutique hotels which I never stay.	4.86	1.913
3.I will introduce this hotel to my friends.	5.90	1.227
4.I am willing to select to stay at this hotel even if I know there are other boutique hotels around here.	5.43	1.478
5.I would like to select this hotel to stay in next time.	5.93	1.147

N=400

The table above showed the mean and standard deviation of each item in the questionnaire. The likert scale used in the questionnaire ranking from 1 (Strongly disagree/Strongly dissatisfied) to 7 (Strongly agree/Strongly dissatisfied). The highest mean of customer loyalty which consisted of attitudinal and behavioral loyalties; 'I would like to select this hotel to stay in next time' (5.93) with the standard deviation 1.147, followed by

'I will introduce this hotel to my friends' (5.90) with the standard deviation 1.227. 'I am willing to select to stay at this hotel even if I know there are other boutique hotels around here' (5.43) with the standard deviation 1.478. While 'I rarely switch from hotel just to try something different' was the lowest item in customer loyalty (4.20) with the standard deviation 2.096.

4.2 Test of differences by demographic factors (two groups)

In order to answer the research questions, T-Test is applied for finding the significant difference between the independent variables such as gender (male and female) and nationality (Thais and Foreigners) towards the variables; hotel image, customer satisfaction, customer loyalty and customer perceived value. In this research will report only the significant difference value which below 0.05. The results were as follow;

Table 4.7.AH1.1 Demographic factors (gender) difference toward hotel image

Hotel image (holistic)	Mean		T	Sig.(2-tailed)
	Male	Female		
1. The hotel is clean in all public areas.	5.90	5.66	2.373	.018*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between male and female in ‘The hotel is clean in all public areas’ in holistic item.

Table 4.7.BH1.1 Demographic factors (gender) difference toward hotel image

Hotel image (holistic)	Mean		T	Sig.(2-tailed)
	Male	Female		
1. The bedrooms are comfortable.	6.05	5.83	2.088	.037*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between male and female in ‘The bedrooms are comfortable’ in holistic item.

Table 4.7.CH1.1 Demographic factors (gender) difference toward hotel image

Hotel image (holistic)	Mean		T	Sig.(2-tailed)
	Male	Female		
1. This hotel's facilities are up to date.	5.82	5.58	2.312	.021*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between male and female in 'This hotel's facilities are up to date' in holistic item.

Table 4.7.D H1.1 Demographic factors (gender) difference toward hotel image

Hotel image (holistic)	Mean		T	Sig.(2-tailed)
	Male	Female		
1. The hotel is successful in providing overall services.	5.71	5.41	2.500	.013*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between male and female in 'The hotel is successful in providing overall services' in holistic item.

Table 4.7.EH1.1 Demographic factors (gender) difference toward hotel image

Hotel image (holistic)	Mean		T	Sig.(2-tailed)
	Male	Female		
1. Most people have a positive opinion about this hotel.	5.74	5.41	2.919	.004*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between male and female in 'Most people have a positive opinion about this hotel' in holistic item.

Table 4.8.H 3.1 Demographic factors (gender) difference toward customer satisfaction

Customer Satisfaction (products)	Mean		T	Sig.(2-tailed)
	Male	Female		
1.Architecture.	5.97	5.71	2.473	.014*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between male and female in ‘Architecture’ in products item.

Table 4.9.A H2.1 Demographic factors (gender) difference toward customer perceived value

Customer perceived value (social value)	Mean		T	Sig.(2-tailed)
	Male	Female		
1.The hotel is very well considered by most people.	5.58	5.34	2.141	.033*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between male and female in ‘The hotel is very well considered by most people’ in social value item.

Table 4.9.BH2.1 Demographic factors (gender) difference toward customer perceived value

Customer perceived value (Social value)	Mean		T	Sig.(2-tailed)
	Male	Female		
1.Many people I know like this hotel.	5.59	5.31	2.406	.017*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between male and female in ‘Many people I know like this hotel’ in social value item.

Table 4.9.CH2.1 Demographic factors (gender) difference toward customer perceived value

Customer perceived value (social value)	Mean		T	Sig.(2-tailed)
	Male	Female		
1.The fact that I come here looks good to the people I know.	5.51	5.20	2.467	.014*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between male and female in ‘The fact that I come here looks good to the people I know’ in social value item.

Table 4.9.DH2.1 Demographic factors (gender) difference toward customer perceived value

Customer perceived value (emotional value)	Mean		T	Sig.(2-tailed)
	Male	Female		
1.Staff give me positive feelings.	6.04	5.74	2.771	.006*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between male and female in ‘Staff give me positive feelings’ in emotional value item.

Table 4.9.EH2.1 Demographic factors (gender) difference toward customer perceived value

Customer perceived value (emotional value)	Mean		T	Sig.(2-tailed)
	Male	Female		
1.In general I feel at ease.	6.23	5.92	3.112	.002*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between male and female in ‘In general I feel at ease’ in emotional value item.

While in the other variable; customer loyalty. The result found that the value of Sig. were all greater than 0.05, therefore it could be concluded that there was no difference between male and female in customer loyalty in attitudinal aspect.

Table 4.10.AH1.2 Demographic factors (nationality) difference toward hotel image

Hotel image (holistic)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.The hotel is conveniently located.	5.66	6.24	-5.371	.000*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘The hotel is conveniently located’ in holistic item.

Table 4.10.BH1.2 Demographic factors (nationality) difference toward hotel image

Hotel image (holistic)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.Room maintenance is adequate.	5.67	5.98	-3.004	.003*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘Room maintenance is adequate’ in holistic item.

Table 4.10.CH1.2 Demographic factors (nationality) difference toward hotel image

Hotel image (holistic)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.The lighting in the hotel is suitable.	5.61	5.86	-2.286	.023*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘The lighting in the hotel is suitable’ in holistic item.

Table 4.10.DH1.2 Demographic factors (nationality) difference toward hotel image

Hotel image (holistic)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.The lobby/reception area is comfortable.	5.62	5.85	-2.083	.038*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘The lobby/reception area is comfortable’ in holistic item.

Table 4.10.EH1.2 Demographic factors (nationality) difference toward hotel image

Hotel image (holistic)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.Most people have a positive opinion about the hotel.	5.46	5.70	-2.121	.035*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘Most people have a positive opinion about the hotel’ in holistic item.

Table 4.10.F H1.2 Demographic factors (nationality) difference toward hotel image

Hotel image (holistic)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.The hotel is popular.	5.37	5.62	-2.074	.039*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘The hotel is popular’ in holistic item.

Table 4.10.GH1.2 Demographic factors (nationality) difference toward hotel image

Hotel image (attribute)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.The reservation system is easy to use. (e.g. telephone/internet/website).	5.71	5.98	-2.423	.016*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘The reservation system is easy to use. (e.g. telephone/internet/website)’ in attribute item.

Table 4.10 HH1.2 Demographic factors (nationality) difference toward hotel image

Hotel image (attribute)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.Staff’s knowledge of the hotel’s procedure makes me feel comfortable.	5.58	5.86	-2.678	.008*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘Staff’s knowledge of the hotel’s procedure makes me feel comfortable’ in attribute item.

Table 4.10.IH1.2 Demographic factors (nationality) difference toward hotel image

Hotel image (attribute)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.The staff are easily accessible when needed.	5.62	5.83	-1.983	.048*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘The staff are easily accessible when needed’ in attribute item.

Table 4.10.JH1.2 Demographic factors (nationality) difference toward hotel image

Hotel image (attribute)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.The front desk staff accurately verified the reservation requests.	5.57	5.89	-3.057	.002*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘The front desk staff accurately verified the reservation requests’ in attribute item.

Table 4.10.KH1.2 Demographic factors (nationality) difference toward hotel image

Hotel image (attribute)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.The staff are knowledgeable about hotel equipment (e.g. computer system).	5.51	5.96	-4.080	.000*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘The staff are knowledgeable about hotel equipment (e.g. computer system)’ in attribute item.

Table 4.10.L H1.2 Demographic factors (nationality) difference toward hotel image

Hotel image (attribute)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.The staff understand my need.	5.47	5.82	-3.173	.002*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘The staff understand my need’ in attribute item.

Table 4.10.MH1.2 Demographic factors (nationality) difference toward hotel image

Hotel image (attribute)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.My requests are handled promptly.	5.49	5.79	-2.636	.009*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘My requests are handled promptly’ in attribute item.

Table 4.10.NH1.2 Demographic factors (nationality) difference toward hotel image

Hotel image (attribute)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.The staff are friendly.	5.86	6.15	-2.704	.007*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘The staff are friendly’ in attribute item.

Table 4.11.AH3.2 Demographic factors (nationality) difference toward customer satisfaction

Customer satisfaction (services)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.Safety of the hotel.	5.91	6.11	-1.977	.049*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘Safety of the hotel’ in services item.

Table 4.11.BH3.2Demographic factors (nationality) difference toward customer satisfaction

Customer satisfaction (services)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.Problem solving skills of staff.	5.57	5.83	-2.496	.013*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in 'Problem solving skills of staff' in services item.

Table 4.11.C H3.2Demographic factors (nationality) difference toward customer satisfaction

Customer satisfaction (services)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.Prompt service to customers.	5.55	5.98	-4.217	.000*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in 'Prompt service to customers' in services item.

Table 4.11.DH3.2Demographic factors (nationality) difference toward customer satisfaction

Customer satisfaction (services)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.Service mind of staff..	5.61	5.97	-3.713	.000*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in 'Service mind of staff' in services item.

Table 4.11.EH3.2Demographic factors (nationality) difference toward customer satisfaction

Customer satisfaction (services)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1. Individualized attention from staff.	5.59	5.91	-3.215	.001*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘Individualized attention from staff’ in services item.

Table 4.11.FH3.2Demographic factors (nationality) difference toward customer satisfaction

Customer satisfaction (services)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.Ease of check-out.	5.64	5.90	-2.422	.016*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘Ease of check-out’ in services item.

Table 4.11.G H3.2 Demographic factors (nationality) difference toward customer satisfaction

Customer satisfaction (services)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.Receiving a fond of farewell when you checked-out.	5.50	5.90	-3.867	.000*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘Receiving a fond of farewell when you checked-out’ in services item.

Table 4.11.HH3.2Demographic factors (nationality) difference toward customer satisfaction

Customer satisfaction (services)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.Communication skills of staff.	5.59	5.79	-1.991	.047*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘Communication skills of staff’ in services item.

Table 4.11.IH3.2Demographic factors (nationality) difference toward customer satisfaction

Customer satisfaction (products)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.Comfort (Facilities in room/public areas).	5.63	5.90	-2.730	.007*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘Comfort (Facilities in room/public areas)’ in products item.

Table 4.12.AH2.2Demographic factors (nationality) difference toward customer perceived value

Customer perceived value (functional value price)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.The service is good for expense it causes me.	5.65	6.09	-4.255	.000*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘The service is good for expense it causes me’ in functional value price item.

Table 4.12.BH2.2 Demographic factors (nationality) difference toward customer perceived value

Customer perceived value (functional value price)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.The total cost that causes me is reasonable.	5.64	6.07	-4.369	.000*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘The total cost that causes me is reasonable’ in functional value price item.

Table 4.12.CH2.2 Demographic factors (nationality) difference toward customer perceived value

Customer perceived value (functional value price)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.The results of the service perceived were as expected.	5.70	6.02	-3.290	.001*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘The results of the service perceived were as expected’ in functional value price item.

Table 4.12.DH2.2 Demographic factors (nationality) difference toward customer perceived value

Customer perceived value (functional value price)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.The waiting time until I am attended to is appropriate.	5.60	5.97	-3.581	.000*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘The waiting time until I am attended to is appropriate’ in functional value price item.

Table 4.12.E H2.2 Demographic factors (nationality) difference toward customer perceived value

Customer perceived value (functional value price)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.The price is worthy to pay.	5.67	6.19	-5.113	.000*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘The price is worthy to pay’ in functional value price item.

Table 4.12.FH2.2 Demographic factors (nationality) difference toward customer perceived value

Customer perceived value (emotional value)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.I feel relaxed.	5.74	6.08	-3.307	.001*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘I feel relaxed’ in emotional value item.

Table 4.12.G H2.2 Demographic factors (nationality) difference toward customer perceived value

Customer perceived value (emotional value)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.Staff give me positive feelings.	5.75	6.05	-2.777	.006*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘Staff give me positive feelings’ in emotional value item.

Table 4.12.HH2.2Demographic factors (nationality) difference toward customer perceived value

Customer perceived value (emotional value)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.In general I feel at ease.	5.96	6.20	-2.370	.018*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘In general I feel at ease’ in emotional value item.

Table 4.13.A H4.2Demographic factors (nationality) difference toward customer loyalty

Customer loyalty (attitudinal)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.I rarely switch from hotel just to try something different.	4.58	3.78	3.830	.000*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in ‘I rarely switch from hotel just to try something different’ in attitudinal item.

Table 4.13.BH4.2 Demographic factors (nationality) difference toward customer loyalty

Customer loyalty (attitudinal)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.I will introduce this hotel to my friends.	5.68	6.14	-3.756	.000*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in 'I will introduce this hotel to my friends' in attitudinal item.

Table 4.13.C H4.2 Demographic factors (nationality) difference toward customer loyalty

Customer loyalty (attitudinal)	Mean		T	Sig.(2-tailed)
	Thais	Foreigners		
1.I would like to select this hotel to stay in next time.	5.67	6.23	-5.061	.000*

*Significant difference at 0.05 level

According to Sig. value was lower than 0.05, therefore above table showed that there was the difference between Thais and Foreigners in 'I would like to select this hotel to stay in next time' in attitudinal item.

4.3 Test of differences by demographic factors (more than two groups)

In statistics, One way ANOVA is a technique used to compare means of two or more samples in order to find the detail of significant difference among hypothesis and variables. This technique normally used only for numerical data.

Data were analyzed by Post Hoc Multiple Comparison of Bonferroni to identify which age level of customers had statistically significant difference on hotel image items. The results found that all the significance of customers' age level were greater than 0.05. Therefore There was no difference between age categories toward hotel image. The same as age categories toward customer perceived value, the result

showed that there was no difference in all aspects. Also in purpose for staying categories toward customer satisfaction value, the result showed that there was no difference in all aspects. In this research will report only the significant difference value which below 0.05.

One way ANOVA was applied to find the difference between age categories toward customer satisfaction as the table below;

Table 4.14.A H 3.3 the difference between age categories toward customer satisfaction

Customer satisfaction	Age	N	Mean	Std. Deviation	F.	Sig.
1.Overall satisfaction, I am satisfied with my decision to stay at the hotel.	25 or less than 25	41	6.27	1.060	2.255	.048*
		131	5.73	1.049		
	26-34					

*Significant difference at 0.05 level

Table 4.14.A F-test showed that there were the significant differences between age categories and customer satisfaction in terms of ‘Overall satisfaction, I am satisfied with my decision to stay at the hotel.’ which the significant value at .048. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose age were 25 or less than 25 more and the customer whose age were 26-34 concerned differently about the satisfied decision to stay at the hotel. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.14.BH3.3 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer satisfaction	(I) age	(J) age	Mean Difference (I-J)	Sig.
1.Overall satisfaction, I am satisfied with my decision to stay at the hotel.	25 or less than 25	26-34	.535	.039*

*Significant difference at 0.05 level

Table 4.14.B indicated in more detail of the different relationship between age and customer satisfaction in ‘Overall satisfaction, I am satisfied with my decision to stay at the hotel’ item. The result found that the customers whose ages were 25 or less than 25 were more concerned on satisfied decision to stay at the hotel.

Table 4.15.AH4.3 the difference between age categories toward customer loyalty

Customer loyalty (attitudinal)	Age	N	Mean	Std. Deviation	F.	Sig.
1.I rarely switch from hotel just to try something different.	25 or less than 25	41	4.93	1.664	3.429	.019*
		131	3.73	2.098		
	26-34					

*significant at 0.05 level

Table 4.15.A F-test showed that there were the significant differences between age categories and customer loyalty (attitudinal) in terms of ‘I rarely switch from hotel just to try something different’ which the significant value at .019 The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose ages were 25 or less than 25 more and the customers whose ages were 26-34 concerned differently about the loyalty toward the hotel. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.15.BH4.3Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer loyalty(attitudinal)	(I) age	(J) age	Mean Difference (I-J)	Sig.
1. I rarely switch from hotel just to try something different.	25 or less than 25	26-34	1.202	.019*

*Significant difference at 0.05 level

Table 4.15.B indicated in more detail of the different relationship between age and customer loyalty in ‘I rarely switch from hotel just to try something different’ item. The result found that the customers whose ages were 25 or less than 25 were had more loyalty toward the hotel than customers whose ages 26-34.

Refer to the test of the relationship between age and variables; hotel image, customer satisfaction, customer perceived value and customer loyalty. There were the different significant on 2 variables; customer satisfaction and customer loyalty. After the test, the result found that the customers whose ages were 25 or less than 25 will more concerned on the overall satisfaction than other aspects.

One way ANOVA was applied to find the difference between income categories toward hotel image as the table 4.16 below;

Table 4.16.AH1.4 the difference between income categories toward hotel image

Hotel image(holistic)	Income	N	Mean	Std. Deviation	F.	Sig.
1.The hotel is conveniently located.	Below 1,000 USD	123	5.54	1.223	7.394	.000*
	1,000-2,000 USD	111	6.04	1.008		
	3,001-5,000 USD	84	6.18	1.121		
	More than 5,000USD	40	6.43	.781		

*significant at 0.05 level

Table 4.16.A F-test showed that there were the significant differences between income categories and hotel image (holistic) in terms of ‘The hotel is conveniently located’ which the significant value at .000 The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose incomes were within the income groups in table 8 had differently concern about the location of the hotel. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.16.B H1.4 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image(holistic)	(I) income	(J) income	Mean Difference (I-J)	Sig.
1. The hotel is conveniently located.	Below 1,000 USD	1,000-2,000 USD	-.499*	.006
		3,001-5,000 USD	-.642*	.000
		More than 5,000 USD	-.888*	.000

*Significant difference at 0.05 level

Table 4.16.B indicated in more detail of the different relationship between income and hotel image in 'The hotel is conveniently located' item. The result found that the customers whose incomes were below 1,000 USD had the different significant level among the customer whose incomes were within (j) income.

The result could be described that the customers whose incomes were 1,000-2,000 USD paid more attention on the location of the hotel than lower 1,000 USD. While customers whose incomes were 3,001-5,000 USD paid more attention on the location of the hotel than lower 1,000 USD. Also customers whose incomes were more than 5,000 USD paid more attention on the location of the hotel than lower 1,000 USD. Therefore all above mentioned could be summarized that the customer whose income were more than 5,000 USD paid more attention on the location of the hotel with the highest mean at 6.43.

Table 4.16.CH1.4 the difference between income categories toward hotel image

Hotel image(attribute)	Income	N	Mean	Std. Deviation	F.	Sig.
1. Staff's knowledge of the hotel's procedure make me feel comfortable.	Below 1,000 USD	123	5.45	1.118	2.882	.023*
	1,000-2,000 USD	111	5.86	1.017		

*significant at 0.05 level

Table 4.16.C F-test showed that there were the significant differences between income categories and hotel image (attribute) in terms of ‘Staff’s knowledge of the hotel’s procedure makes me feel comfortable’ which the significant value at .023 The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose incomes were below 1,000 USD and the customer whose income were 1,000-2,000 USD had differently concern about staffs’ knowledge of the hotel’s procedure. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.16.DH1.4 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image(holistic)	(I) income	(J) income	Mean Difference (I-J)	Sig.
1. Staff’s knowledge of the hotel’s procedure make me feel comfortable.	Below 1,000 USD	1,000-2,000 USD	-.409*	.038

*Significant difference at 0.05 level

Table 4.16.D indicated in more detail of the different relationship between income and hotel image (holistic) in ‘Staff’s knowledge of the hotel’s procedure make me feel comfortable’ item. The result found that the customers whose incomes were below 1,000 USD concerned less about staff’s knowledge of the hotel’s procedure than the customers whose incomes were 1,000-2,000 USD.

Table 4.16.E H1.4 the difference between income categories toward hotel image

Hotel image(attribute)	Income	N	Mean	Std. Deviation	F.	Sig.
1.The front desk staff accurately verified the reservation requests.	Below 1,000 USD	123	5.57	1.117	3.611	.007*
	More than 5,000 USD	40	6.10	.982		

*significant at 0.05 level

Table 4.16.E F-test showed that there were the significant differences between income categories and hotel image (attribute) in terms of ‘The front desk staff

accurately verified the reservation requests' which the significant value at .007 The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose incomes were below 1,000 USD and the customers whose incomes were more than 5,000 USD had differently concern about accurately verified the reservation requests. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.16.F H1.4 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image(attribute)	(I) income	(J) income	Mean Difference (I-J)	Sig.
1. The front desk staff accurately verified the reservation requests.	Below 1,000 USD	More than 5,000 USD	-.713*	.002

*Significant difference at 0.05 level

Table 4.16.F indicated in more detail of the different relationship between income and hotel image (attribute) in 'The front desk staff accurately verified the reservation requests' item. The result found that the customers whose incomes were below 1,000 USD concerned less about accurately verified the reservation request than the customers whose incomes were more than 5,000 USD.

Table 4.16.GH1.4 the difference between income categories toward hotel image

Hotel image (attribute)	Income	N	Mean	Std. Deviation	F.	Sig.
1. The staff are knowledgeable about hotel equipment (eg. computer system).	Below 1,000 USD	123	5.49	1.176	3.595	.007*
	More than 5,000 USD	40	6.20	.758		

*significant at 0.05 level

Table 4.16.G F-test showed that there were the significant differences between income categories and hotel image (attribute) in terms of 'The staff are knowledgeable about hotel equipment (e.g. computer system)' which the significant

value at .007. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose incomes were below 1,000 USD and the customers whose incomes more than 5,000 USD had differently concern about staffs ‘knowledge on hotel equipment. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.16.HH1.4 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image(attribute)	(I) income	(J) income	Mean Difference (I-J)	Sig.
1. The staff are knowledgeable about hotel equipment (eg. computer system).	Below 1,000 USD	More than 5,000 USD	-.712*	.004

*Significant difference at 0.05 level

Table 4.16.H indicated in more detail of the different relationship between income and hotel image (attribute) in ‘The staff are knowledgeable about hotel equipment (e.g. computer system)’ item. The result found that the customers whose incomes were below 1,000 USD concerned less about staffs ‘knowledge on hotel equipment than the customers whose incomes were more than 5,000 USD.

Table 4.16.IH1.4 the difference between income categories toward hotel image

Hotel image (attribute)	Income	N	Mean	Std. Deviation	F.	Sig.
1. The staff understand my need.	Below 1,000 USD	123	5.46	1.126	2.744	.028 *
	More than 5,000 USD	40	6.13	.911		

*significant at 0.05 level

Table 4.16.I F-test showed that there were the significant differences between income categories and hotel image (attribute) in terms of ‘The staff understand my need’ which the significant value at .028 The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose incomes were below 1,000 USD and the customers whose incomes more than 5,000

USD had differently concern about staffs' understanding on their needs. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.16.J H1.4 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image (attribute)	(I) income	(J) income	Mean Difference (I-J)	Sig.
1. The staff understand my need.	Below 1,000 USD	More than 5,000 USD	-.662*	.012

*Significant difference at 0.05 level

Table 4.16.J indicated in more detail of the different relationship between income and hotel image (attribute) in 'The staff understand my need' item. The result found that the customers whose incomes were below 1,000 USD concerned less about staffs' understanding on their need than the customers whose incomes were more than 5,000 USD.

Table 4.16.KH1.4 the difference between income categories toward hotel image

Hotel image (attribute)	Income	N	Mean	Std. Deviation	F.	Sig.
1. The staff are friendly.	Below 1,000 USD	123	5.75	1.076	3.097	.016 *
	1,000-2,000 USD	111	6.20	.961		

*significant at 0.05 level

Table 4.16.K F-test showed that there were the significant differences between income categories and hotel image (attribute) in terms of 'The staff are friendly' which the significant value at .016*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose incomes were below 1,000 USD and the customer whose income were 1,000-2,000 USD had differently paid attention about friendliness of staffs. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.16.L H1.4 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image (attribute)	(I) income	(J) income	Mean Difference (I-J)	Sig.
1. The staff are friendly.	Below 1,000 USD	1,000-2,000 USD	-.450*	.014

*Significant difference at 0.05 level

Table 4.16.L indicated in more detail of the different relationship between income and hotel image (attribute) in ‘The staff are friendly’ item. The result found that the customers whose incomes were below 1,000 USD paid attention less about friendliness of staffs than the customers whose incomes were more than 5,000 USD. One way ANOVA was applied to find the difference between income categories toward customer satisfaction as the table 4.17 below;

Table 4.17.A H3.4 the difference between income categories toward customer satisfaction

Customer satisfaction (services)	Income	N	Mean	Std. Deviation	F.	Sig.
1. Problem solving skills of staff. (Services).	Below 1,000 USD	123	5.44	1.057	3.052	.017*
	More than 5,000 USD	40	6.00	.877		

*Significant at 0.05 level

Table 4.17.A F-test showed that there were the significant differences between income categories and customer satisfaction (services) in terms of ‘Problem solving skills of staff’ which the significant value at .017* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose incomes were below 1,000 USD and the customers whose incomes were more than 5,000 USD had differently concern about ‘Problem solving skills of staffs’. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.17.B H3.4 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer satisfaction (services)	(I) income	(J) income	Mean Difference (I-J)	Sig.
1. Problem solving skills of staff.	Below 1,000 USD	More than 5,000 USD	-.561*	.035

*Significant difference at 0.05 level

Table 4.17.B indicated in more detail of the different relationship between income and customer satisfaction (services) in ‘Problem solving skills of staff item. The result found that the customers whose incomes were below 1,000 USD concerned about ‘Problem solving skills of staffs’ less than the customers whose incomes were more than 5,000 USD.

Table 4.17.CH3.4 the difference between income categories toward customer satisfaction

Customer satisfaction (services)	Income	N	Mean	Std. Deviation	F.	Sig.
1. Service mind of staff.	Below 1,000 USD	123	5.51	.978	3.907	.004*
	1,000-2,000 USD	111	5.94	.937		

*Significant at 0.05 level

Table 4.17.C F-test showed that there were the significant differences between income categories and customer satisfaction (services) in terms of ‘Service mind of staff’ which the significant value at .004* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose incomes were below 1,000 USD and the customers whose incomes were 1,000-2,000 USD had differently concern about ‘Service mind of staff’. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.17.DH3.4 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer satisfaction (services)	(I) income	(J) income	Mean Difference (I-J)	Sig.
1. Service mind of staff.	Below 1,000 USD	1,000-2,000 USD	-.425*	.009

*Significant difference at 0.05 level

Table 4.17.D indicated in more detail of the different relationship between income and customer satisfaction (services) in ‘Service mind of staff’ item. The result found that the customers whose incomes were below 1,000 USD concerned about ‘Service mind of staff’ less than the customer whose income were more than 1,000-2,000 USD.

Table 4.17.EH3.4 the difference between income categories toward customer satisfaction

Dependent variable Customer satisfaction (services)	Income	N	Mean	Std. Deviation	F.	Sig.
1. Individualized attention from staff.	Below 1,000 USD	123	5.49	1.027	3.450	.048*
	1,000-2,000 USD	111	5.90	.914		
	More than 5,000 USD	40	6.00	.934		

*Significant at 0.05 level

Table 4.17.E F-test showed that there were the significant differences between income categories and customer satisfaction (services) in terms of ‘Individualized attention from staff’ which the significant value at .048*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose incomes were below 1,000 USD,1,000-2,000 USD and more than 5,000 USD had differently concern about ‘Individualized attention from staff’. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.17.FH3.4 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer satisfaction (services)	(I) income	(J) income	Mean Difference (I-J)	Sig.
1. Individualized attention from staff.	Below 1,000 USD	1,000-2,000 USD	-.413*	.016
		More than 5,000 USD	-.512*	.048

*Significant difference at 0.05 level

Table 4.17.F indicated in more detail of the different relationship between income and customer satisfaction (services) in ‘Individualized attention from staff’ item. The result found that the customers whose incomes were below 1,000 USD had the different significant level among the customer whose incomes were within (j) income.

The result could be described that the customers whose incomes were below 1,000 USD paid less attention on ‘individualized attention from staff’ than the customers whose incomes were 1,000-2,000 USD .While customers whose incomes were 3,001-5,000 USD paid more attention on individualized attention from staff than the customers whose incomes were lower 1,000 USD .

Therefore all above mentioned can be summarized that the customers whose incomes were more than 5,000 USD paid more attention on ‘Individualized attention from staff’ with the highest mean at 6.00.

Table 4.17.G H3.4 the difference between income categories toward customer satisfaction

Dependent variable Customer satisfaction (services)	Income	N	Mean	Std. Deviation	F.	Sig.
1.Ease of Check-out.	Below 1,000 USD	123	5.58	1.086	3.400	.009*
	More than 5,000 USD	40	6.25	.809		

*Significant at 0.05 level

Table 4.17.G F-test showed that there were the significant differences between income categories and customer satisfaction (services) in terms of ‘Ease of Check-out’ which the significant value at .009* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose incomes were below 1,000 USD,1,000-2,000 USD and more than 5,000 USD had differently concern about ‘ Ease of check-out process’. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.17.HH3.4 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer satisfaction (services)	(I) income	(J) income	Mean Difference (I-J)	Sig.
1. Ease of Check-out.	Below 1,000 USD	More than 5,000USD	-.673*	.005

*Significant difference at 0.05 level

Table 4.17.H indicated in more detail of the different relationship between income and customer satisfaction (services) in ‘Ease of Check-out’ item. The result found that the customer whose incomes were below 1,000 USD concerned about ease of check-out process less than the customer whose income were more than 5,000 USD.

Table 4.17.IH3.4 the difference between income categories toward customer satisfaction

Customer satisfaction (products)	Income	N	Mean	Std. Deviation	F.	Sig.
1. Comfort (Facilities in room / public areas).	Below 1,000 USD	123	5.54	1.058	2.671	.032*
	More than 5,000 USD	40	6.10	9.00		

*Significant at 0.05 level

Table 4.17.I F-test showed that there were the significant differences between income categories and customer satisfaction (products) in terms of ‘Comfort (Facilities in room / public areas)’ which the significant value at .032*.The significant

value was lower than 0.05. ; therefore, the result could be described that the customers whose incomes were below 1,000 USD and more than 5,000 USD had differently concerned about the comfort of facilities. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.17.JH3.4 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer satisfaction (services)	(I) income	(J) income	Mean Difference (I-J)	Sig.
1. Comfort (Facilities in room / public areas).	Below 1,000 USD	More than 5,000USD	-.555*	.027

*Significant difference at 0.05 level

Table 4.17.J indicated in more detail of the different relationship between income and customer satisfaction (products) in ‘Comfort (Facilities in room / public areas)’ item. The result found that the customer whose incomes were below 1,000 USD concerned about the comfort of facilities less than the customer whose income were more than 5,000 USD.

One way ANOVA was applied to find the difference between income categories toward perceived value as the table 4.18 below;

Table 4.18.AH2.4 the difference between income categories toward customer perceived value

Customer perceived value (functional value price)	Income	N	Mean	Std. Deviation	F.	Sig.
1. The service is good to expense it causes me.	Below 1,000 USD	123	5.54	1.019	5.224	.000*
	1,000 USD-2,000 USD	111	5.96	1.026		
	More than 5,000 USD	40	6.28	.816		

*Significant at 0.05 level

Table 4.18.A F-test showed that there were the significant differences between income categories and customer perceived value (functional value price) in terms of ‘The service is good to expense it causes me’ which the significant value at .000* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose incomes were below 1,000 USD,1,000-2,000 USD and more than 5,000 USD had differently concerned about the service was good to expense. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.18.B H2.4 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer perceived value (functional value price)	(I) income	(J) income	Mean Difference (I-J)	Sig.
1. The service is good to expense it causes me.	Below 1,000 USD	1,000-2,000 USD	-.427*	.015
		More than 5,000 USD	-.738*	.001

*Significant difference at 0.05 level

Table 4.18.B indicated in more detail of the different relationship between income and customer perceived value (functional value price) in ‘The service is good to expense it causes me’ item. The result found that the customer whose incomes were below 1,000 USD had the different significant level among the customer whose incomes were within (j) income.

The result could be described that the customers whose incomes were below 1,000-2,000 USD concerned on ‘The service is good to expense’ less than the customers whose incomes were 1,000-2,000 USD .While customers whose incomes were more than 5,000 USD concerned more on the service was good to expense than lower the customer whose incomes were below 1,000 USD

Therefore all above mentioned can be summarized that the customers whose incomes were more than 5,000 USD paid more attention on the service was good to expense than other income groups with the highest mean at 6.28.

Table 4.18.CH2.4 the difference between income categories toward customer perceived value

Customer perceived value (functional value price)	Income	N	Mean	Std. Deviation	F.	Sig.
1. The total cost that causes me is reasonable.	Below 1,000 USD	123	5.52	1.066	5.338	.000*
	1,000 USD-2,000 USD	111	5.95	.948		
	40	6.23	.800			
	More than 5,000 USD					

*Significant at 0.05 level

Table 4.18.C F-test showed that there were the significant differences between income categories and customer perceived value (functional value price) in terms of 'The total cost that causes me is reasonable' which the significant value at .000*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose incomes were below 1,000 USD, 1,000-2,000 USD and more than 5,000 USD had differently concerned about reasonable price. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.18.D H2.4 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer perceived value (functional value price)	(I) income	(J) income	Mean Difference (I-J)	Sig.
1. The total cost that causes me is reasonable.	Below 1,000 USD	1,000-2,000 USD	-.435*	.010
		More than 5,000 USD	-.705*	.001

*Significant difference at 0.05 level

Table 4.18.D indicated in more detail of the different relationship between income and customer perceived value (functional value price) in 'The total cost that causes me is reasonable' item. The result found that the customers whose incomes were below 1,000 USD had the different significant level among the customers whose incomes were within (j) income.

The result could be described that the customers whose incomes were below 1,000-2,000 USD concerned on the reasonable price less than the customers whose incomes were 1,000-2,000 USD .While customers whose incomes were more than 5,000 USD concerned more on the reasonable price than lower the customers whose incomes were below 1,000 USD.

Therefore all above mentioned could be summarized that the customers whose incomes were more than 5,000 USD paid more attention on the reasonable price than other income groups with the highest mean at 6.23.

Table 4.18.EH2.4 the difference between income categories toward customer perceived value

Dependent variable Customer perceived value (functional value price)	Income	N	Mean	Std. Deviation	F.	Sig.
1.The result of the service perceived were as expected.	Below 1,000 USD	123	5.62	.996	4.241	.002*
	1,000-2000 USD	111	5.91	.940		
	More than 5,000 USD	40	6.25	.742		

*Significant at 0.05 level

Table 4.18.E F-test showed that there were the significant differences between income categories and customer perceived value (functional value price) in terms of ‘The result of the service perceived were as expected’ which the significant value at .002* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose incomes were below 1,000 USD, 1,000-2,000 USD and more than 5,000 USD had differently concern about the perceived services. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.18.F H2.4 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer perceived value (functional value price)	(I) income	(J) income	Mean Difference (I-J)	Sig.
1.The result of the service perceived were as expected.	Below 1,000 USD	1,000-2,000 USD	-.435*	.010
		More than 5,000USD	-.705*	.001

*Significant difference at 0.05 level

Table 4.18.F indicated in more detail of the different relationship between income and customer perceived value (functional value price) in ‘The result of the service perceived were as expected’ item. The result found that the customers whose incomes were below 1,000 USD had the different significant level among the customer whose incomes were within (j) income.

The result could be described that the customers whose incomes were below 1,000-2,000 USD concerned on perceived services less than the customers whose incomes were 1,000-2,000 USD .While customers whose incomes were more than 5,000 USD concerned more on perceived services than lower the customer whose incomes were below 1,000 USD.

Therefore all above mentioned could be summarized that the customers whose incomes were more than 5,000 USD paid more attention on the perceived services than other income groups with the highest mean at 6.25.

Table 4.18.GH2.4 the difference between income categories toward customer perceived value

Dependent variable Customer perceived value (functional value price)	Income	N	Mean	Std. Deviation	F.	Sig.
1.The waiting time until I am attended to is appropriate.	Below 1,000 USD	123	5.52	1.051	5.108	.001*
	1,000-2000 USD	111	5.75	.977		
	More than 5,000 USD	40	6.28	.748		

*Significant at 0.05 level

Table 4.18.G F-test showed that there were the significant differences between income categories and customer perceived value (functional value price) in terms of ‘The waiting time until I am attended to is appropriate’ which the significant value at .001*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose incomes were below 1,000 USD, 1,000-2,000 USD and more than 5,000 USD had differently concern about the waiting time to receive the service. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.18.HH2.4 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer perceived value (functional value price)	(I) income	(J) income	Mean Difference (I-J)	Sig.
1.The waiting time until I am attended to is appropriate.	Below 1,000 USD	More than 5,000USD	-.755*	.000
	1,000-2,000 USD	More than 5,000USD	-.527	.049
		More than 5,000USD		

*Significant difference at 0.05 level

Table 4.18.H indicated in more detail of the different relationship between income and customer perceived value (functional value price) in ‘The waiting time until I am attended to is appropriate’ item. The result found that the customer whose incomes were below 1,000 USD and the customers whose incomes were 1,000-2,000 USD had the different significant level to the customers whose incomes were more than 5,000 USD.

The result could be described that the customers whose incomes were below 1,000-2,000 USD concerned on the waiting time to receive the service less than the customers whose incomes were more than 5,000 USD .The same as customers whose incomes were 1,000-2,000 USD concerned on the waiting time to receive the service less than the customers whose incomes were more than 5,000 USD.

Therefore all above mentioned could be summarized that the customers whose incomes were more than 5,000 USD concerned more on the waiting time to receive the service than other income groups with the highest mean at 6.28.

Table 4.18.IH2.4 the difference between income categories toward customer perceived value

Dependent variable Customer perceived value (functional value price)	Income	N	Mean	Std. Deviation	F.	Sig.
1. The price is worth to pay.	Below 1,000 USD	123	5.60	1.006	5.997	.000*
	More than 5,000 USD	40	6.43	.813		

*Significant at 0.05 level

Table 4.18.I F-test showed that there were the significant differences between income categories and customer perceived value (functional value price) in terms of ‘The price is worth to pay’ which the significant value at .000*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose incomes were below 1,000 USD and more than 5,000 USD had differently concern about the worthy price. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.18.JH2.4 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer perceived value (functional value price)	(I) income	(J) income	Mean Difference (I-J)	Sig.
1. The price is worth to pay.	Below 1,000 USD	More than 5,000USD	-.823*	.000

*Significant difference at 0.05 level

Table 4.18.J indicated in more detail of the different relationship between income and customer perceived value (functional value price) in ‘The price is worth to pay’ item. The result found that the customers whose incomes were below 1,000 USD concerned about the worthy price less than the customers whose incomes were more than 5,000 USD.

Table 4.18.KH2.4 the difference between income categories toward customer perceived value

Dependent variable Customer perceived value (emotional value)	Income	N	Mean	Std. Deviation	F.	Sig.
1.I feel relaxed.	Below 1,000 USD	123	5.60	1.006	4.921	.001*
	1,000-2000 USD	111	5.99	.899		
	2,001-3,000 USD	42	6.24	.883		
	More than 5,000 USD	40	6.23	.862		

*Significant at 0.05 level

Table 4.18.K F-test showed that there were the significant differences between income categories and customer perceived value (emotional value) in terms of ‘I feel relaxed’ which the significant value at .001*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose incomes were below 1,000 USD, 1,000-2,000 USD, 2,001-3,000 USD and more than 5,000 USD had differently concern about the relaxation. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.18.L H2.4 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer perceived value (emotional value)	(I) income	(J) income	Mean Difference (I-J)	Sig.
1.I feel relaxed.	Below 1,000 USD	1,000-2,000 USD	-.389*	.041
		2,001-3,000 USD	-.623*	.010
		More than 5,000USD	-.636*	.006

*Significant difference at 0.05 level

Table 4.18.L indicated in more detail of the different relationship between income and customer perceived value (emotional value) in ‘I feel relaxed’ item. The result found that the customers whose incomes were below 1,000 USD had the different significant level among the customers whose incomes were within (j) income.

The result could be described that the customers whose incomes were below 1,000 USD concerned on relaxation less than the customers whose incomes were 1,000-2,000 USD. The same as customers whose incomes were below 1,000 USD concerned on relaxation less than the customer whose incomes were below 2,001-3,000 USD. Also whose incomes were below 1,000 USD concerned on relaxation less than the customers whose incomes were more than 5,000 USD.

Therefore all above mentioned could be summarized that the customers whose incomes were 2,001-3,000 USD concerned more on relaxation than other income groups with the highest mean at 6.24.

One way ANOVA was applied to find the difference between income categories toward customer loyalty as the table 4.19 below;

Table 4.19.A H4.4 the difference between income categories toward customer loyalty

Dependent variable Customer loyalty (attitudinal)	Income	N	Mean	Std. Deviation	F.	Sig.
1.I rarely switch from hotel just to try something different.	Below 1,000 USD	123	4.37	1.794	5.053	.001*
	3,001-5,000 USD	84	3.50	2.268		
	More than 5,000 USD	40	5.15	2.045		

*Significant at 0.05 level

Table 4.19.A F-test showed that there were the significant differences between income categories and customer loyalty (attitudinal) in terms of 'I rarely switch from hotel just to try something different' which the significant value at .001*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose incomes were below 1,000 USD, 3,001-5,000 USD and more than 5,000 USD had differently aspect about the loyalty toward the hotel. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.19.BH4.4 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer loyalty (attitudinal)	(I) income	(J) income	Mean Difference (I-J)	Sig.
1.I rarely switch from hotel just to try something different.	Below 1,000 USD	3,001-5,000 USD	.874*	.028
	3,001-5,000 USD	More than 5,000USD	-1.650*	.000

*Significant difference at 0.05 level

Table 4.19.B indicated in more detail of the different relationship between income and customer loyalty (attitudinal) in ‘I rarely switch from hotel just to try something different’ item. The result found that the customers whose incomes were below 1,000 USD, 3,001-5,000 USD and more than 5,000 USD had the different significant level to among group.

The result could be described that the customers whose incomes were below 1,000 USD concerned the loyalty toward the hotel more than the customers whose incomes were 3,001-5,000 USD. While the customers whose incomes were below 3,001-5,000 USD concerned on the loyalty toward the hotel less than the customers whose incomes were more than 5,000 USD.

Therefore all above mentioned could be summarized that the customers whose incomes were more than 5,000 USD concerned more on the loyalty toward the hotel with highest mean at 5.15.

Table 4.19.C H4.4 the difference between income categories toward customer loyalty

Dependent variable Customer loyalty (attitudinal)	Income	N	Mean	Std. Deviation	F.	Sig.
1.I will introduce this hotel to my friends.	Below 1,000 USD	123	5.64	1.275	3.054	.017
	More than 5,000 USD	40	6.30	.883		

*Significant at 0.05 level

Table 4.19.C F-test showed that there were the significant differences between income categories and customer loyalty (attitudinal) in terms of ‘I will

introduce this hotel to my friends' which the significant value at .017*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose incomes were below 1,000 USD and the customers whose incomes were more than 5,000 USD had differently opinion about introducing this hotel to their friends. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.19.DH4.4 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer loyalty (attitudinal)	(I) income	(J) income	Mean Difference (I-J)	Sig.
1. I will introduce this hotel to my friends.	Below 1,000 USD	More than 5,000USD	-.658*	.031

*Significant difference at 0.05 level

Table4.19.D indicated in more detail of the different relationship between income and customer loyalty (attitudinal) in 'I will introduce this hotel to my friends' item. The result found that the customers whose incomes were below 1,000 USD tended to introduce this hotel to their friends less than the customers whose incomes were more than 5,000 USD.

Table 4.19.E H4.4 the difference between income categories toward customer loyalty

Dependent variable Customer loyalty (attitudinal)	Income	N	Mean	Std. Deviation	F.	Sig.
1.I would like to select this hotel to stay in next time.	Below 1,000 USD	123	5.54	1.269	5.985	.000
	1,000-2000 USD	111	6.01	1.132		
	2,001-3.000 USD	42	6.33	.874		
	3,001-5,000 USD	84	6.10	1.104		
	More than 5,000 USD	40	6.15	.802		

*Significant at 0.05 level

Table 4.19.E F-test showed that there were the significant differences between income categories and customer loyalty (attitudinal) in terms of 'I would like to select this hotel to stay in next time' which the significant value at .000*. The

significant value was lower than 0.05. ; therefore, the result could be described that the customers whose incomes were below 1,000 USD, 1,000-2,000 USD, 2,001-3,000 USD, 3,001-5,000 USD and more than 5,000 USD had differently opinion about the returning to the hotel next time. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.19.FH4.4 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer loyalty (attitudinal)	(I) income	(J) income	Mean Difference (I-J)	Sig.
1.I would like to select this hotel to stay in next time.	Below 1,000 USD	1,000-2,000 USD	-.464*	.017
		2,001-3,000 USD	-.789*	.001
		3,001-5,000 USD	-.551*	.006
		More than 5,000USD	-.605*	.032

*Significant difference at 0.05 level

Table 4.19.F indicated in more detail of the different relationship between income and customer loyalty (attitudinal) in ‘I would like to select this hotel to stay in next time’ item. The result found that the customer whose incomes were below 1,000 USD had the different significant level among the customer whose incomes were within (j) income.

The result could be described that the customers whose incomes were below 1,000 USD concerned about the returning to the hotel next time less than the customers whose incomes were 1,000-2,000 USD. The same as the customers whose incomes were below 1,000 USD also concerned about the returning to the hotel next time less than the customers whose incomes were below 2,001-3,000 USD. Also whose incomes were below 1,000 USD concerned about the returning to the hotel next time less than the customer whose incomes were more than 3,001-5,000 USD. The last comparison was the customers whose incomes were below 1,000 USD also concerned about the returning to the hotel next time less than the customer whose incomes were more than 5,000 USD.

Therefore all above mentioned could be summarized that the customers whose incomes were 2,001-3,000 USD tended to return to the hotel next time more than other income groups with the highest mean at 6.33.

One way ANOVA was applied to find the difference between purpose for staying categories toward hotel image as the table 4.20 below;

Table 4.20.A H1.5 the difference between purpose categories toward hotel image

Dependent variable Hotel image (holistic)	Purpose	N	Mean	Std. Deviation	F.	Sig.
1. The aroma in the hotel is appropriate.	Visiting family and friend	58	6.03	.794	3.250	.012
	Leisure	261	5.56	1.187		

*Significant at 0.05 level

Table 4.20.A F-test showed that there were the significant differences between purpose for staying categories and hotel image (holistic) in terms of ‘The aroma in the hotel is appropriate’ which the significant value at .012* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose purposes for staying were ‘Visiting family and friend’ and the customers whose purposes for staying were ‘Leisure’ had differently concern about the aroma in the hotel. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.20.BH1.5 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image (holistic)	(I) purpose	(J) purpose	Mean Difference (I-J)	Sig.
1. The aroma in the hotel is appropriate.	Visiting family and friend	Leisure	.475*	.029

*Significant difference at 0.05 level

Table 4.20.B indicated in more detail of the different relationship between purpose for staying and hotel image (holistic) in ‘The aroma in the hotel is appropriate’ item. The result found that the customers whose purpose for staying were ‘Visiting family and friend’ concerned about the aroma in the hotel more than the customers whose purpose for staying was ‘Leisure’.

Table 4.20.C H1.5 the difference between purpose categories toward hotel image

Dependent variable Hotel image (holistic)	Purpose	N	Mean	Std. Deviation	F.	Sig.
1. The bedrooms are comfortable.	Business	59	5.76	1.056	3.213	.013
	Shopping	18	6.56	.616		

*Significant at 0.05 level

Table 4.20.C F-test showed that there were the significant differences between purpose for staying categories and hotel image (holistic) in terms of ‘The bedrooms are comfortable’ which the significant value at .013*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose purposes for staying were ‘Business’ and the customers whose purpose for staying were ‘Shopping’ had differently concern about the comfortable of bedrooms. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.20.DH1.5 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image (holistic)	(I) purpose	(J) purpose	Mean Difference (I-J)	Sig.
1 The bedrooms are comfortable.	Business	Shopping	-.793*	.039

*Significant difference at 0.05 level

Table 4.20.D indicated in more detail of the different relationship between purpose for staying and hotel image (holistic) in ‘The bedrooms are comfortable’ item. The result found that the customers whose purposes for staying were ‘Business’ concerned about the comfortable of bedrooms less than the customers whose purposes for staying were ‘Shopping’.

Table 4.20.EH1.5 the difference between purpose categories toward hotel image

Dependent variable Hotel image (holistic)	Purpose	N	Mean	Std. Deviation	F.	Sig.
1. The reservation system is easy to use (e.g.telephone/internet/website).	Visiting family and friend	58	6.19	1.185	5.162	.000
	Leisure	261	5.70	1.185		

*Significant at 0.05 level

Table 4.20.E F-test showed that there were the significant differences between purpose for staying categories and hotel image (holistic) in terms of ‘The reservation system is easy to use (e.g. telephone/internet/website’ which the significant value at .000*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose purposes for staying were ‘Visiting family and friend’ and the customers whose purposes for staying were ‘Leisure’ had differently concern about the reservation system of the hotel. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.20.FH1.5 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image (holistic)	(I) purpose	(J) purpose	Mean Difference (I-J)	Sig.
1. The reservation system is easy to use (e.g. telephone/internet/website).	Visiting family and friend	Leisure	.492*	.019

*Significant difference at 0.05 level

Table 4.20.F indicated in more detail of the different relationship between purpose for staying and hotel image (holistic) in ‘The reservation system is easy to use (e.g.telephone/internet/website’ item. The result found that the customer whose purposes for staying were ‘Visiting family and friend’ concerned about the reservation system of the hotel more than the customers whose purposes for staying was ‘Leisure’.

One way ANOVA was applied to find the difference between purpose for staying categories toward customer perceived value as the table 4.21 below;

Table 4.21.A H2.5 the difference between purpose categories toward customer perceived value

Dependent variable Customer perceived value (functional value price)	Purpose	N	Mean	Std. Deviation	F.	Sig.
1. The service is good for expense it causes me.	Leisure	261	5.79	1.074	2.960	.020
	Shopping	18	6.50	.618		

*Significant at 0.05 level

Table 4.21.A F-test showed that there were the significant differences between purpose for staying categories and customer perceived value (functional value price) in terms of ‘The service is good for expense it causes me’ which the significant value at .020*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose purposes for staying were ‘Leisure’ and the customers whose purposes for staying was ‘Shopping’ had differently concern about the service was good for expense. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.21.B H2.5 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer perceived value (functional value price)	(I) purpose	(J) purpose	Mean Difference (I-J)	Sig.
1. The service is good for expense it causes me.	Leisure	Shopping	-.715*	.046

*Significant difference at 0.05 level

Table 4.21.B indicated in more detail of the different relationship between purpose for staying and customer perceived value (functional value price) in ‘The service is good for expense it causes me’ item. The result found that the customers whose purposes for staying was ‘Leisure’ concerned about the perceived services less than the customers whose purposes for staying was ‘Shopping’.

One way ANOVA was applied to find the difference between purpose for staying categories toward customer loyalty as the table 4.22 below;

Table 4.22.A H4.5 the difference between purpose categories toward customer loyalty

Dependent variable Customer loyalty (attitudinal)	Purpose	N	Mean	Std. Deviation	F.	Sig.
1. I would rather select this hotel than try other boutique hotels which I never stay.	Business	59	5.39	1.876	4.284	.002
	Leisure	261	4.59	1.937		

*Significant at 0.05 level

Table 4.22.A F-test showed that there were the significant differences between purpose for staying categories and customer loyalty (attitudinal) in terms of 'I would rather select this hotel than try other boutique hotels which I never stay' which the significant value at .002*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose purposes for staying were 'Business' and the customers whose purposes for staying were 'Leisure' had differently opinion about selecting this hotels than other boutique hotels which they never stay. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.22.BH4.5 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer loyalty (attitudinal)	(I) purpose	(J) purpose	Mean Difference (I-J)	Sig.
1. I would rather select this hotel than try other boutique hotels which I never stay.	Business	Leisure	.800*	.034

*Significant difference at 0.05 level

Table 4.22.B indicated in more detail of the different relationship between purpose for staying and customer loyalty (attitudinal) in 'I would rather select this hotel than try other boutique hotels which I never stay' item. The result found that the customers whose purposes for staying were 'Business' tended to select this hotels than other boutique hotels which they never stay more than the customer whose purposes for staying were 'Leisure'.

One way ANOVA was applied to find the difference between frequency categories toward hotel image as the table 4.23 below;

Table 4.23.AH1.6 the difference between frequency categories toward hotel image

Dependent variable Hotel image (holistic)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1. The hotel is conveniently located.	Once	140	5.67	1.255	4.135	.003
	4 times	19	6.58	.838		

*Significant at 0.05 level

Table 4.23.A F-test showed that there were the significant differences between frequency of staying categories and hotel image (holistic) in terms of ‘The hotel is conveniently located’ which the significant value at .003*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were ‘Once’ and the customers whose frequency of staying at the hotel were ‘4 times’ had differently concern about this location of the hotels. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.23.B H1.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image (holistic)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1. The hotel is conveniently located.	Once	4 times	-.908*	.010

*Significant difference at 0.05 level

Table 4.23.B indicated in more detail of the different relationship between frequency of staying and hotel image (holistic) in ‘The hotel is conveniently located’ item. The result found that the customers whose frequency of staying at the hotel were ‘Once’ were concerned about the location of the hotels less than the customer whose frequency of staying at the hotel were ‘4 times’.

Table 4.23.C H1.6 the difference between frequency categories toward hotel image

Dependent variable Hotel image (holistic)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1. Room maintenance is adequate.	Once	140	5.51	1.160	5.864	.000
	Twice	158	5.93	.972		
	4 times	19	6.58	.838		

*Significant at 0.05 level

Table 4.23.C F-test showed that there were the significant differences between frequency of staying categories and hotel image (holistic) in terms of 'Room maintenance is adequate' which the significant value at .000*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were 'Once', 'twice' and '4 times' had differently concern about room maintenance. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.23.D H1.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image (holistic)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1. Room maintenance is adequate.	Once	Twice	-.416*	.006
		4 times	-.959	.002

*Significant difference at 0.05 level

Table 4.23.D indicated in more detail of the different relationship between frequency of staying and hotel image (holistic) in 'Room maintenance is adequate' item. The result found that the customers whose frequency of staying at the hotel were 'Once' were concerned about the room maintenance less than the customers whose frequency of staying at the hotel were 'twice'. The same as the customers whose frequency of staying at the hotel were 'Once' concerned about the room maintenance less than the customers whose frequency of staying at the hotel were '4 times'.

Therefore all above mentioned can be summarized that the customers whose frequency of staying at the hotel were ‘4 times’ concerned about the room maintenance more than other frequency groups with the highest mean at 6.58.

Table 4.23.E H1.6 the difference between frequency categories toward hotel image

Dependent variable Hotel image (holistic)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1. The lighting in the hotel is suitable.	Once	140	5.49	1.135	3.511	.008
	Twice	158	5.84	1.056		
	4 times	19	6.26	.933		

*Significant at 0.05 level

Table 4.23.E F-test showed that there were the significant differences between frequency of staying categories and hotel image (holistic) in terms of ‘The lighting in the hotel is suitable’ which the significant value at .008*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were ‘Once’, ‘twice’ and ‘4 times’ had differently concern about the lighting in the hotel. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.23.F H1.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image (holistic)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1. The lighting in the hotel is suitable.	Once	Twice	-.356*	.046
		4 times	-.777*	.034

*Significant difference at 0.05 level

Table 4.23.F indicated in more detail of the different relationship between frequency of staying and hotel image (holistic) in ‘The lighting in the hotel is suitable’ item. The result found that the customers whose frequency of staying at the hotel were ‘Once’ concerned about the lighting in the hotel less than the customers whose

frequency of staying at the hotel were 'Twice'. The same as the customers whose frequency of staying at the hotel were 'Once' concerned about the lighting in the hotel less than the customers whose frequency of staying at the hotel were '4 times'.

Therefore all above mentioned could be summarized that the customers whose frequency of staying at the hotel were '4 times' concerned about the lighting in the hotel more than other frequency groups with the highest mean 6.26.

Table 4.23.G H1.6 the difference between frequency categories toward hotel image

Dependent variable Hotel image (holistic)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1. The aroma in the hotel is appropriate.	Once	140	5.44	1.254	3.277	.012
	Twice	158	5.84	1.034		

*Significant at 0.05 level

Table 4.23.G F-test showed that there were the significant differences between frequency of staying categories and hotel image (holistic) in terms of 'The aroma in the hotel is appropriate' which the significant value at .012*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were 'Once' and the customers whose frequency of staying at the hotel were 'Twice' had differently concern about the aroma in the hotel. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.23.H H1.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image (holistic)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1. The aroma in the hotel is appropriate.	Once	Twice	-.393*	.021

*Significant difference at 0.05 level

Table 4.23.H indicated in more detail of the different relationship between frequency of staying and hotel image (holistic) in 'The aroma in the hotel is appropriate' item. The result found that the customers whose frequency of staying at

the hotel were ‘Once’ concerned about the aroma in the hotel less than the customers whose frequency of staying at the hotel were ‘Twice’.

Table 4.23.I H1.6 the difference between frequency categories toward hotel image

Dependent variable Hotel image (holistic)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1. The lobby/reception area is comfortable.	Once	140	5.46	1.089	3.373	.010
	Twice	158	5.821	1.137		

*Significant at 0.05 level

Table 4.23.I F-test showed that there were the significant differences between frequency of staying categories and hotel image (holistic) in terms of ‘The lobby/reception area is comfortable’ which the significant value at .010*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were ‘Once’ and the customers whose frequency of staying at the hotel were ‘Twice’ had differently concern about the comfortable of the lobby/reception area. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.23.JH1.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image (holistic)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1. The lobby/reception area is comfortable.	Once	Twice	-.358*	.046

*Significant difference at 0.05 level

Table 4.23.J indicated in more detail of the different relationship between frequency of staying and hotel image (holistic) in ‘The lobby/reception area is comfortable’ item. The result found that the customer whose frequency of staying at the hotel were ‘Once’ concerned about the comfortable of the lobby/reception area less than the customers whose frequency of staying at the hotel were ‘Twice’.

Table 4.23.K H1.6 the difference between frequency categories toward hotel image

Dependent variable Hotel image (holistic)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1. The hotel is clean in all public areas.	Once	140	5.53	1.007	3.915	.004
	Twice	158	5.87	.995		
	4 times	19	6.26	.806		

*Significant at 0.05 level

Table 4.23.K F-test showed that there were the significant differences between frequency of staying categories and hotel image (holistic) in terms of ‘The hotel is clean in all public areas’ which the significant value at .004*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were ‘Once’, ‘Twice’ and ‘4 times’ had differently concern about the cleanliness of the hotel. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.23.L H1.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image (holistic)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1. The hotel is clean in all public areas	Once	Twice	-.345*	.037
		4 times	-.735*	.033

*Significant difference at 0.05 level

Table 4.23.L indicated in more detail of the different relationship between frequency of staying and hotel image (holistic) in ‘The hotel is clean in all public areas’ item. The result found that the customers whose frequency of staying at the hotel were ‘Once’ concerned about the cleanliness of the hotel less than the customers whose frequency of staying at the hotel were ‘Twice’. The same as the customers whose frequency of staying at the hotel were ‘Once’ concerned about the cleanliness of the hotel less than the customer whose frequency of staying at the hotel were ‘4 times’.

Therefore all above mentioned could be summarized that the customers whose frequency of staying at the hotel were ‘4 times’ concerned about the cleanliness of the hotel more than other frequency groups with the highest mean 6.26.

Table 4.23.MH1.6 the difference between frequency categories toward hotel image

Dependent variable Hotel image (holistic)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1.The hotel is popular.	Once	140	5.21	1.238	3.294	.011
	3 times	48	5.79	1.148		

*Significant at 0.05 level

Table 4.23.M F-test showed that there were the significant differences between frequency of staying categories and hotel image (holistic) in terms of ‘The hotel is popular’ which the significant value at .011*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were ‘Once’ and the customers whose frequency of staying at the hotel were ‘3 times’ had differently concern about the reputation of the hotel. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.23.N H1.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image (holistic)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1. The hotel is popular.	Once	3 times	-.585*	.202

*Significant difference at 0.05 level

Table 4.23.N indicated in more detail of the different relationship between frequency of staying and hotel image (holistic) in ‘The hotel is popular’ item. The result found that the customers whose frequency of staying at the hotel were ‘Once’ concerned about the reputation of the hotel less than the customers whose frequency of staying at the hotel were ‘3 times’.

Table 4.23.OH1.6 the difference between frequency categories toward hotel image

Dependent variable Hotel image (attribute)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1. Staff's knowledge of the hotel's procedure makes me feel comfortable.	Once	140	5.45	1.088	3.961	.004
	3 times	48	5.98	1.158		

*Significant at 0.05 level

Table 4.23.O F-test showed that there were the significant differences between frequency of staying categories and hotel image (attribute) in terms of 'Staff's knowledge of the hotel's procedure makes me feel comfortable' which the significant value at .004* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were 'Once' and the customers whose frequency of staying at the hotel were '3 times' had differently concern about staffs' knowledge of the hotel's procedure. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.23.P H1.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image (attribute)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1. Staff's knowledge of the hotel's procedure makes me feel comfortable.	Once	3 times	-.529*	.032

*Significant difference at 0.05 level

Table 4.23.P indicated in more detail of the different relationship between frequency of staying and hotel image (attribute) in 'Staff's knowledge of the hotel's procedure makes me feel comfortable' item. The result found that the customers whose frequency of staying at the hotel were 'Once' concerned about staffs' knowledge of the hotel's procedure less than the customers whose frequency of staying at the hotel were '3 times'.

Table 4.23.Q H1.6 the difference between frequency categories toward hotel image

Dependent variable Hotel image (attribute)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1.The staff are courteous.	Once	140	5.54	1.196	3.925	.004
	4 times	19	6.32	.671		

*Significant at 0.05 level

Table 4.23.Q F-test showed that there were the significant differences between frequency of staying categories and hotel image (attribute) in terms of ‘The staff are courteous’ which the significant value at .004*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were ‘Once’ and the customers whose frequency of staying at the hotel were ‘4 times’ had differently concern about the courteousness of staff. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.23.R H1.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image (attribute)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1.The staff are courteous.	Once	4 times	-.780*	.034

*Significant difference at 0.05 level

Table 4.23.R indicated in more detail of the different relationship between frequency of staying and hotel image (attribute) in ‘The staff are courteous’ item. The result found that the customers whose frequency of staying at the hotel were ‘Once’ concerned about the courteousness of staff less than the customers whose frequency of staying at the hotel were ‘4 times’.

Table 4.23.S H1.6 the difference between frequency categories toward hotel image

Dependent variable Hotel image (attribute)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1.The staff put an effort into any issue/requests which I have.	Once	140	5.39	1.063	5.386	.000
	twice	158	5.75	1.046		
	4 times	19	6.32	.885		

*Significant at 0.05 level

Table 4.23.S F-test showed that there were the significant differences between frequency of staying categories and hotel image (attribute) in terms of ‘The staff put an effort into any issue/requests which I have’ which the significant value at .000*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were ‘Once’, ‘Twice’ and ‘4 times’ had differently concern about the effort of staffs on their requests. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.23.T H1.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image (attribute)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1. The staff put an effort into any issue/requests which I have.	Once	twice	-.361*	.036
		4 times	-.930*	.004

*Significant difference at 0.05 level

Table 4.23.T indicated in more detail of the different relationship between frequency of staying and hotel image (attribute) in ‘The staff put an effort into any issue/requests which I have’ item. The result found that the customers whose frequency of staying at the hotel were ‘Once’ concerned about the effort of the staffs on their requests less than the customers whose frequency of staying at the hotel were ‘Twice’. The same as the customers whose frequency of staying at the hotel were ‘Once’ concerned about the effort of the staffs on their requests less than the customers whose frequency of staying at the hotel were ‘4 times. Therefore all above

mentioned could be summarized that the customers whose frequency of staying at the hotel were ‘4 times’ concerned about the effort of the staffs on their requests more than other frequency groups with the highest mean 6.32.

Table 4.23.UH1.6 the difference between frequency categories toward hotel image

Dependent variable Hotel image (attribute)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1.The staff are easily accessible when needed.	Once	140	5.49	1.076	4.288	.002
	3 times	48	6.02	1.021		

*Significant at 0.05 level

Table 4.23.U F-test showed that there were the significant differences between frequency of staying categories and hotel image (attribute) in terms of ‘The staff are easily accessible when needed’ which the significant value at .002*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were ‘Once’ and the customers whose frequency of staying at the hotel were ‘3 times’ had differently concern about the accessibility of staff . Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.23.V H1.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image (attribute)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1. The staff are easily accessible when needed.	Once	3 times	-.535*	.025

*Significant difference at 0.05 level

Table 4.23.V indicated in more detail of the different relationship between frequency of staying and hotel image (attribute) in ‘The staff are easily accessible when needed’ item. The result found that the customers whose frequency of staying at the hotel were ‘Once’ concerned about the accessibility of staff less than the customers whose frequency of staying at the hotel were ‘3 times’.

Table 4.23.WH1.6 the difference between frequency categories toward hotel image

Dependent variable Hotel image (attribute)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1.The staff performed the service right at the first time.	Once	140	5.54	1.089	3.588	.007
	3 times	48	6.15	.825		

*Significant at 0.05 level

Table 4.23.W F-test showed that there were the significant differences between frequency of staying categories and hotel image (attribute) in terms of ‘The staff performed the service right at the first time’ which the significant value at .007*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were ‘Once’ and the customers whose frequency of staying at the hotel were ‘3 times’ had differently concern about the delivery service of staff. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.23.X H1.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image (attribute)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1. The staff performed the service right at the first time.	Once	3 times	-.603*	.006

*Significant difference at 0.05 level

Table 4.23.X indicated in more detail of the different relationship between frequency of staying and hotel image (attribute) in ‘The staff performed the service right at the first time’ item. The result found that the customers whose frequency of staying at the hotel were ‘Once’ concerned about the delivery service of staff less than the customers whose frequency staying at the hotel were ‘3 times’.

Table 4.23.YH1.6 the difference between frequency categories toward hotel image

Dependent variable Hotel image (attribute)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1.The staff are knowledgeable about hotel equipment (e.g.computer system).	Once	140	5.49	1.166	3.990	.003
	3 times	48	6.04	1.010		
	4 times	19	6.26	.733		

*Significant at 0.05 level

Table 4.23.Y F-test showed that there were the significant differences between frequency of staying categories and hotel image (attribute) in terms of ‘The staff are knowledgeable about hotel equipment (e.g.computer system)’ which the significant value at .003*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency staying at the hotel were ‘Once’, ‘3 times’ and ‘4 times’ had differently concern about the knowledge of staffs on hotel equipment. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.23.Z H1.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image (attribute)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1.The staff are knowledgeable about hotel equipment (e.g.computer system).	Once	3 times	-.556*	.027
		4 times	-.777*	.041

*Significant difference at 0.05 level

Table 4.23.Z indicated in more detail of the different relationship between frequency of staying and hotel image (attribute) in ‘The staff are knowledgeable about hotel equipment (e.g.computer system)’ item. The result found that the customers whose frequency of staying at the hotel were ‘Once’ concerned about the knowledge of staffs on hotel equipment less than the customers whose frequency of staying at the hotel were ‘3 times’. The same as the customers whose frequency of staying at the

hotel were ‘Once’ concerned about the knowledge of staffs on hotel equipment less than the customers whose frequency of staying at the hotel were ‘4 times’.

Therefore all above mentioned can be summarized that the customers whose frequency of staying at the hotel were ‘4 times’ concerned about the knowledge of staffs on hotel equipment more than other frequency groups with the highest mean 6.26.

Table 4.23.AAH1.6 the difference between frequency categories toward hotel image

Dependent variable Hotel image (attribute)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1.The staff understand my needs.	Once	140	5.38	1.076	3.954	.004
	4 times	19	6.21	.918		

*Significant at 0.05 level

Table 4.23.AA F-test showed that there were the significant differences between frequency of staying categories and hotel image (attribute) in terms of ‘The staff understand my needs’ which the significant value at .004*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were ‘Once’ and the customers whose frequency of staying at the hotel were ‘4 times’ had differently concern about the staffs’ understanding on their need. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.23.ABH1.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image (attribute)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1. The staff understand my needs.	Once	4 times	-.832*	.022

*Significant difference at 0.05 level

Table 4.23.AB indicated in more detail of the different relationship between frequency of staying and hotel image (attribute) in ‘The staff understand my

needs' item. The result found that the customer whose frequency of staying at the hotel were 'Once' concerned about the staffs' understanding on their need less than the customers whose frequency of staying at the hotel were '3 times'.

Table 4.23.AC H1.6 the difference between frequency categories toward hotel image

Dependent variable Hotel image (attribute)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1.My requests are handled promptly.	Once	140	5.37	1.134	3.941	.004
	4 times	19	6.16	1.068		

*Significant at 0.05 level

Table 4.23.AC F-test showed that there were the significant differences between frequency of staying categories and hotel image (attribute) in terms of 'My requests are handled promptly' which the significant value at .004*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were 'Once' and the customers whose frequency of staying at the hotel were '4 times' had differently concern about their requests were handled promptly. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.23.AD H1.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image (attribute)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1. My requests are handled promptly.	Once	4 times	-.786*	.041

*Significant difference at 0.05 level

Table 4.23.ADindicated in more detail of the different relationship between frequency of staying and hotel image (attribute) in 'My requests are handled promptly' item. The result found that the customers whose frequency of staying at the hotel were 'Once' concerned about their requests were handled promptly on their need less than the customers whose frequency staying at the hotel were '4 times'.

Table 4.23.AE H1.6 the difference between frequency categories toward hotel image

Dependent variable Hotel image (attribute)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1.The staff are friendly.	Once	140	5.74	1.140	5.146	.000
	3 times	48	6.38	.841		
	4 times	19	6.58	.838		

*Significant at 0.05 level

Table 4.23.AE F-test showed that there were the significant differences between frequency of staying categories and hotel image (attribute) in terms of ‘The staff are friendly’ which the significant value at .000*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were ‘Once’, ‘3 times’ and ‘4 times’ had differently concern about the friendliness of staff. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.23.AF H1.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image (attribute)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1. The staff are friendly	Once	3 times	-.632*	.004
		4 times	-.836*	.013

*Significant difference at 0.05 level

Table 4.23.AF indicated in more detail of the different relationship between frequency of staying and hotel image (attribute) in ‘The staff are friendly’ item. The result found that the customers whose frequency of staying at the hotel were ‘Once’ concerned about the friendliness of staff less than the customers whose frequency of staying at the hotel were ‘3 times’. The same as the customers whose frequency of staying at the hotel were ‘Once’ concerned about the friendliness of staff less than the customers whose frequency of staying at the hotel were ‘4 times’.

Therefore all above mentioned could be summarized that the customers whose frequency of staying at the hotel were ‘4 times’ concerned about the friendliness of staff more than other frequency groups with the highest mean 6.58.

One way ANOVA was applied to find the difference between frequency of staying categories toward customer satisfaction as the table 4.24 below;

Table 4.24.AH3.6 the difference between frequency categories toward customer satisfaction

Dependent variable Customer satisfaction (services)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1.Prompt service to customers.	Once	140	5.52	1.128	3.956	.004
	3 times	48	6.04	.898		

*significant at 0.05 level

Table 4.24.A F-test showed that there were the significant differences between frequency of staying categories and customer satisfaction (services) in terms of ‘Prompt service to customers’ which the significant value at .004*.The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were ‘Once’ and the customers whose frequency of staying at the hotel were ‘3 times’ had differently concern about prompt services. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.24.B H3.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer satisfaction (services)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1. Prompt service to customers.	Once	3 times	-.520*	.024

*Significant difference at 0.05 level

Table 4.24.B indicated in more detail of the different relationship between frequency of staying and customer satisfaction (services) in 'Prompt service to customers' item. The result found that the customers whose frequency of staying at the hotel were 'Once' concerned about prompt services less than the customers whose frequency of staying at the hotel were '3 times'.

Table 4.24.C H3.6 the difference between frequency categories toward customer satisfaction

Dependent variable Customer satisfaction (services)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1. Service mind of staff.	Once	140	5.54	.999	5.904	.000
	3 times	48	6.13	.789		
	4 times	19	6.21	.855		
	5 times or more	35	6.14	.845		

*significant at 0.05 level

Table 4.24.C F-test showed that there were the significant differences between frequency of staying categories and customer satisfaction (services) in terms of 'Service mind of staff' which the significant value at .000*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were 'Once', '3 times', '4 times' and '5 times' or more had differently concern about the service mind of staff. Then the researcher applied Post Hoc Bonferroni Test to describe more in details

Table 4.24.D H3.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer satisfaction (services)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1. Service mind of staff.	Once	3 times	-.582*	.003
		4 times	-.668*	.047
		5 times or more	-.600*	.010

*Significant difference at 0.05 level

Table 4.24.D indicated in more detail of the different relationship between frequency of staying and customer satisfaction (services) in ‘Service mind of staff’ item. The result found that the customers whose frequency of staying at the hotel were ‘Once’ concerned about the service mind of staff less than the customers whose frequency of staying at the hotel were ‘3 times’. The same as the customers whose frequency of staying at the hotel were ‘Once’ concerned about the service mind of staff less than the customers whose frequency of staying at the hotel were ‘4 times’. Also the customers whose frequency of staying at the hotel were ‘Once’ concerned about the service mind of staff less than the customers whose frequency of staying at the hotel were ‘5 times’.

Therefore all above mentioned could be summarized that the customers whose frequency of staying at the hotel were ‘4 times’ concerned about the service mind of staff more than other frequency groups with the highest mean 6.21.

Table 4.24.E H3.6 the difference between frequency categories toward customer satisfaction

Dependent variable Customer satisfaction (services)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1. Individulized attention from staff.	Once	140	5.53	1.042	5.036	.001
	3 times	48	6.08	.821		
	4 times	19	6.37	.761		

*significant at 0.05 level

Table 4.24.E F-test showed that there were the significant differences between frequency of staying categories and customer satisfaction (services) in terms of 'Individualized attention from staff' which the significant value at .001* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were 'Once', '3 times' and '4 times' had differently concern about the individualized attention from staff. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.24.F H3.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer satisfaction (services)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1. Individualized attention from staff.	Once	3 times	-.555*	.008
		4 times	-.840*	.005

*Significant difference at 0.05 level

Table 4.24.F indicated in more detail of the different relationship between frequency of staying and customer satisfaction (services) in 'Individualized attention from staff' item. The result found that the customers whose frequency of staying at the hotel were 'Once' concerned about the individualized attention from staff than the customers whose frequency of staying at the hotel were '3 times'. The same as the customers whose frequency of staying at the hotel were 'Once' concerned about the individualized attention from staff less than the customers whose frequency of staying at the hotel were '4 times'.

Therefore all above mentioned could be summarized that the customers whose frequency of staying at the hotel were '4 times' concerned about an individualized attention from staff more than other frequency groups with the highest mean 6.37.

Table 4.24.G H3.6 the difference between frequency categories toward customer satisfaction

Dependent variable Customer satisfaction (services)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1. Accuracy of reservation.	Once	140	5.76	1.031	4.451	.002
	3 times	48	6.31	.748		
	4 times	19	6.47	.697		

*significant at 0.05 level

Table 4.24.G F-test showed that there were the significant differences between frequency of staying categories and customer satisfaction (services) in terms of ‘Accuracy of reservation’ which the significant value at .002* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were ‘Once’, ‘3 times’ and ‘4 times’ had differently concern about the accuracy of reservation. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.24.H H3.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer satisfaction (services)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1. Accuracy of reservation.	Once	3 times	-.555*	.009
		4 times	-.717*	.035

*Significant difference at 0.05 level

Table 4.24.H indicated in more detail of the different relationship between frequency of staying and customer satisfaction (services) in ‘Accuracy of reservation’ item. The result found that the customers whose frequency of staying at the hotel were ‘Once’ concerned about the accuracy of reservation less than the customers whose frequency of staying at the hotel were ‘3 times’. The same as the customers whose

frequency of staying at the hotel were 'Once' concerned about the accuracy of reservation less than the customers whose frequency of staying at the hotel were '4 times'.

Therefore all above mentioned could be summarized that the customers whose frequency of staying at the hotel were '4 times' concerned about the accuracy of reservation more than other frequency groups with the highest mean 6.47.

One way ANOVA was applied to find the difference between frequency of staying categories toward customer perceived value as the table 4.25 below;

Table 4.25.A H2.6 the difference between frequency categories toward customer perceived value

Dependent variable Customer perceived value (functional price value)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1. The service is good for expense it causes me.	Once	140	5.61	1.167	5.106	.001
	3 times	48	6.17	.883		
	4 times	19	6.42	.692		

*significant at 0.05 level

Table 4.25.A F-test showed that there were the significant differences between frequency of staying categories and customer perceived value (functional price value) in terms of 'The service is good for expense it causes me' which the significant value at .001* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were 'Once', '3 times' and '4 times' had differently concern about the worthy price. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.25.B H2.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer perceived value (functional price value)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1. The service is good for expense it causes me.	Once	3 times	-.560*	.011
		4 times	-.814*	.012

*Significant difference at 0.05 level

Table 4.25.B indicated in more detail of the different relationship between frequency of staying and customer perceived value (functional price value) in ‘The service is good for expense it causes me’ item. The result found that the customers whose frequency of staying at the hotel were ‘Once’ concerned about the worthy price less than the customers whose frequency of staying at the hotel were ‘3 times’. The same as the customers whose frequency of staying at the hotel were ‘Once’ concerned about the worthy price less than the customers whose frequency of staying at the hotel were ‘4 times’.

Therefore all above mentioned could be summarized that the customers whose frequency of staying at the hotel were ‘4 times’ concerned about the worthy price more than other frequency groups with the highest mean 6.42.

Table 4.25.C H2.6 the difference between frequency categories toward customer perceived value

Dependent variable Customer perceived value (functional price value)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1. The total cost that causes me is reasonable.	Once	140	5.64	1.126	4.370	.002
	3 times	48	6.15	.850		
	4 times	19	6.42	.692		

*significant at 0.05 level

Table 4.25.C F-test showed that there were the significant differences between frequency of staying categories and customer perceived value (functional price value) in terms of ‘The total cost that causes me is reasonable’ which the significant value at .002* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were ‘Once’, ‘3 times’ and ‘4 times’ had differently concern about the reasonable price. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.25.D H2.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer perceived value (functional price value)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1. The total cost that causes me is reasonable.	Once	3 times	-.503*	.030
		4 times	-.778*	.017

*Significant difference at 0.05 level

Table 4.25.D indicated in more detail of the different relationship between frequency of staying and customer perceived value (functional price value) in ‘The total cost that causes me is reasonable’ item. The result found that the customers whose frequency of staying at the hotel were ‘Once’ concerned about the reasonable price less than the customers whose frequency of staying at the hotel were ‘3 times’. The same as the customers whose frequency of staying at the hotel were ‘Once’ concerned about the reasonable price less than the customers whose frequency of staying at the hotel were ‘4 times’.

Therefore all above mentioned could be summarized that the customers whose frequency of staying at the hotel were ‘4 times’ concerned about the reasonable price more than other frequency groups with the highest mean 6.42.

Table 4.25.E H2.6 the difference between frequency categories toward customer perceived value

Dependent variable Customer perceived value (functional price value)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1. The waiting time until I am attend to is appropriate.	Once	140	5.57	1.087	4.495	.001
	3 times	48	6.10	.857		
	4 times	19	6.37	.684		

*significant at 0.05 level

Table 4.25.E F-test showed that there were the significant differences between frequency of staying categories and customer perceived value (functional price value) in terms of ‘The waiting time until I am attend to is appropriate’ which the

significant value at .001* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were ‘Once’, ‘3 times’ and ‘4 times’ had differently concern about the waiting until they received the services. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.25.F H2.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer perceived value (functional price value)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1. The waiting time until I am attend to is appropriate.	Once	3 times	-.533*	.018
		4 times	-.797*	.014

*Significant difference at 0.05 level

Table 4.25.F indicated in more detail of the different relationship between frequency of staying and customer perceived value (functional price value) in ‘The waiting time until I am attend to is appropriate’ item. The result found that the customers whose frequency of staying at the hotel were ‘Once’ concerned about the waiting until they received the services less than the customers whose frequency of staying at the hotel were ‘3 times’. The same as the customers whose frequency of staying at the hotel were ‘Once’ concerned about the waiting time until they received the services less than the customers whose frequency of staying at the hotel were ‘4 times’.

Therefore all above mentioned could be summarized that the customers whose frequency of staying at the hotel were ‘4 times’ concerned about the waiting time until they received the services more than other frequency groups with the highest mean 6.84.

Table 4.25.G H2.6 the difference between frequency categories toward customer perceived value

Dependent variable Customer perceived value (functional price value)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1.The price is worth to pay.	Once	140	5.64	1.107	5.993	.000
	3 times	48	6.25	.887		
	4 times	19	6.53	.612		

*significant at 0.05 level

Table 4.25.G F-test showed that there were the significant differences between frequency of staying categories and customer perceived value (functional price value) in terms of ‘The price is worth to pay ’ which the significant value at .000* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were ‘Once’, ‘3 times’ and ‘4 times’ had differently concern about the worthy price. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.25.H H2.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer perceived value (functional price value)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1. The price is worth to pay.	Once	3 times	-.614*	.003
		4 times	-.891*	.003

*Significant difference at 0.05 level

Table 4.25.H indicated in more detail of the different relationship between frequency of staying and customer perceived value (functional price value) in ‘The price is worth to pay’ item. The result found that the customers whose frequency of staying at the hotel were ‘Once’ concerned about the worthy price less than the customers whose frequency of staying at the hotel were ‘3 times’. The same as the customers whose frequency of staying at the hotel were ‘Once’ concerned about the

worthy price less than the customer whose frequency of staying at the hotel were ‘4 times’.

Therefore all above mentioned could be summarized that the customers whose frequency of staying at the hotel were ‘4 times’ concerned about the worthy price more than other frequency groups with the highest mean 6.53.

Table 4.25.I H2.6 the difference between frequency categories toward customer perceived value

Dependent variable Customer perceived value (emotional value)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1.I am happy with the service.	Once	140	5.67	1.089	2.684	.031
	3 times	48	7.63	10.266		

*significant at 0.05 level

Table 4.25.I F-test showed that there were the significant differences between frequency of staying categories and customer perceived value (emotional value) in terms of ‘I am happy with the service’ which the significant value at .031* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were ‘Once’ and ‘3 times’ had differently concern about their happiness on the services. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.25.J H2.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer perceived value (functional price value)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1. I am happy with the service.	Once	3 times	-.1.954*	.016

*Significant difference at 0.05 level

Table 4.25.J indicated in more detail of the different relationship between frequency of staying and customer perceived value (emotional value) in ‘I am happy

with the service' item. The result found that the customers whose frequency of staying at the hotel were 'Once' concerned about their happiness on the services less than the customers whose frequency of staying at the hotel were '3 times'.

Table 4.25.K H2.6 the difference between frequency categories toward customer perceived value

Dependent variable Customer perceived value (emotional value)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1.I feel relax.	Once	140	5.66	1.110	4.917	.001
	3 times	48	6.29	.824		

*significant at 0.05 level

Table 4.25.K F-test showed that there were the significant differences between frequency of staying categories and customer perceived value (emotional value) in terms of 'I feel relax' which the significant value at .001*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were 'Once' and '3 times' had differently concern about the relaxation. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.25.L H2.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer perceived value (functional price value)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1. I feel relax.	Once	3 times	-.627*	.003

*Significant difference at 0.05 level

Table 4.25.L indicated in more detail of the different relationship between frequency of staying and customer perceived value (emotional value) in 'I feel relax' item. The result found that the customers whose frequency of staying at the hotel were 'Once' concerned about the relaxation less than the customers whose frequency of staying at the hotel were '3 times'.

Table 4.25.M H2.6 the difference between frequency categories toward customer perceived value

Dependent variable Customer perceived value (emotional value)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1.In general I feel at ease.	Once	140	5.84	1.148	4.587	.001
	3 times	48	6.38	.789		
	4 times	19	6.53	.772		

*significant at 0.05 level

Table 4.25.M F-test showed that there were the significant differences between frequency of staying categories and customer perceived value (emotional value) in terms of ‘In general I feel at ease’ which the significant value at .001* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were ‘Once’, ‘3 times’ and ‘4 times’ had differently concern about the overall comfort feeling toward the hotel. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.25.N H2.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer perceived value (emotional value)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1. In general I feel at ease.	Once	3 times	-.539*	.013
		4 times	-.691*	.048

*Significant difference at 0.05 level

Table 4.25.N indicated in more detail of the different relationship between frequency of staying and customer perceived value (emotional value) in ‘In general I feel at ease’ item. The result found that the customers whose frequency of staying at the hotel were ‘Once’ concerned about the overall comfort feeling toward the hotel less than the customers whose frequency of staying at the hotel were ‘3 times’. The same as the customers whose frequency of staying at the hotel were ‘Once’ concerned

about the overall comfort feeling toward the hotel less than the customers whose frequency of staying at the hotel were '4 times'.

Therefore all above mentioned could be summarized that the customers whose frequency of staying at the hotel were '4 times' concerned about the overall comfort feeling toward the hotel more than other frequency groups with the highest mean 6.53.

One way ANOVA was applied to find the difference between frequency of staying categories toward customer loyalty as the table 4.26 below;

Table 4.26.A H4.6 the difference between frequency categories toward customer loyalty

Dependent variable Customer loyalty (attitudinal)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1.I rarely switch from hotel just to try something different.	twice	158	3.86	2.204	4.156	.003
	3 times	48	3.92	2.239		
	5 times or more	35	5.29	1.856		

*significant at 0.05 level

Table 4.26.A F-test showed that there were the significant differences between frequency of staying categories and customer loyalty (attitudinal) in terms of 'I rarely switch from hotel just to try something different' which the significant value at .003* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were 'Twice', '3 times' and '5 times or more' had differently opinion about the loyalty toward the hotel. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.26.B H4.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer loyalty (attitudinal)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1..I rarely switch from hotel just to try something different.	Twice	5 times or more	-1.425*	.002
	3 times	5 times or more	-.1.369*	.030

*Significant difference at 0.05 level

Table 4.26.B indicated in more detail of the different relationship between frequency of staying and customer loyalty (attitudinal) in ‘I rarely switch from hotel just to try something different’ item. The result found that the customers whose frequency of staying at the hotel were ‘Once’ concerned about the loyalty toward the hotel less than the customers whose frequency of staying at the hotel were ‘5 times or more’. The same as the customers whose frequency of staying at the hotel were ‘3 times’ concerned about the loyalty toward the hotel less than the customers whose frequency of staying at the hotel were ‘5 times or more’.

Therefore all above mentioned could be summarized that the customers whose frequency of staying at the hotel were ‘5 times or more’ concerned about the loyalty toward the hotel more than other frequency groups with the highest mean 5.29.

Table 4.26.C H4.6 the difference between frequency categories toward customer loyalty

Dependent variable Customer loyalty (attitudinal)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1.I will introduce this hotel to my friend.	Once	140	5.63	1.254	3.741	.005
	4 times	19	6.47	.905		

*significant at 0.05 level

Table 4.26.C F-test showed that there were the significant differences between frequency of staying categories and customer loyalty (attitudinal) in terms of ‘I will introduce this hotel to my friend’ which the significant value at .005* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were ‘Once’ and ‘4 times’ had differently opinion about introducing this hotel to their friends. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.26.D H4.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer loyalty (attitudinal)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1. I will introduce this hotel to my friend.	Once	4 times	-.845*	.045

*Significant difference at 0.05 level

Table 4.26.D indicated in more detail of the different relationship between frequency of staying and customer loyalty (attitudinal) in 'I will introduce this hotel to my friend' item. The result found that the customers whose frequency of staying at the hotel were 'Once' tended to introduce this hotel to their friend less than the customers whose frequency of staying at the hotel were '4 times'.

Table 4.26.E H4.6 the difference between frequency categories toward customer loyalty

Dependent variable Customer loyalty (attitudinal)	Frequency	N	Mean	Std. Deviation	F.	Sig.
1.I would like to select this hotel to stay in next time.	Once	140	5.46	1.311	10.834	.000
	twice	158	6.12	1.043		
	3 times	48	6.21	.849		
	4 times	19	6.53	.697		
	5 times or more	35	6.29	.789		

*significant at 0.05 level

Table 4.26.E F-test showed that there were the significant differences between frequency of staying categories and customer loyalty (attitudinal) in terms of 'I would like to select this hotel to stay in next time' which the significant value at .000* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose frequency of staying at the hotel were 'Once', 'Twice', '3 times', '4 times' and '5 times or more' had differently opinion about selecting this hotel to stay in next time . Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.26.F H4.6 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer loyalty (attitudinal)	(I) frequency	(J) frequency	Mean Difference (I-J)	Sig.
1. I would like to select this hotel to stay in next time.	Once	Twice	-.663*	.000
		3 times	-.751*	.000
		4 times	-1.069*	.001
		5 times or more	-.829*	.001

*Significant difference at 0.05 level

Table 4.26.F indicated in more detail of the different relationship between frequency of staying and customer loyalty (attitudinal) in ‘I would like to select this hotel to stay in next time’ item. The result found that the customers whose frequency of staying at the hotel were ‘Once’ had the different significant level among the customer whose frequency of staying were within (j) frequency.

The result could be described that the customers whose frequency of staying were ‘Once’ tended to select this hotel to stay in next time less than the customers whose frequency of staying at the hotel were ‘Twice’. The same as the customers whose frequency of staying at the hotel were ‘Once’ tended to select this hotel to stay in next time less than the customers whose frequency of staying at the hotel were ‘3 times’ or more, the customers whose frequency of staying at the hotel were ‘Once’ tended to select this hotel to stay in next time less than the customers whose frequency of staying at the hotel were ‘4 times’. Also The same as the customers whose frequency of staying at the hotel were ‘Once’ tended to select this hotel to stay in next time less than the customers whose frequency of staying at the hotel were ‘5 times or more’.

Therefore all above mentioned could be summarized that the customers whose frequency of staying at the hotel were ‘4 times’ tended to select this hotel to stay in next time more than other frequency groups with the highest mean 6.29.

One way ANOVA was applied to find the difference between reason for staying categories toward hotel image as the table 4.27below.

Table 4.27.A H1.7 the difference between reason categories toward hotel image

Dependent variable Hotel image (holistic)	Reason	N	Mean	Std. Deviation	F.	Sig.
1.The hotel is conveniently located.	Collect the point	2	3.50	.707	3.401	.003
	Fond of the	75	6.17	.891		
	concept	81	5.95	1.036		
	Friend recommends					

*significant at 0.05 level

Table 4.27.A F-test showed that there were the significant differences between reason for staying categories and hotel image (holistic) in terms of ‘The hotel is conveniently located’ which the significant value at .003*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose reasons for staying were ‘Collect the point’ and ‘Fond of the concept’ had differently concern about the location of the hotel. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.27.B H1.7 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image (holistic)	(I) reason	(J) reason	Mean Difference (I-J)	Sig.
1. The hotel is conveniently located.	Collect the point	Fond of the concept	-2.673*	.018
		Friend recommends	-2.451*	.047

*Significant difference at 0.05 level

Table 4.27.B indicated in more detail of the different relationship between reason for staying and hotel image (holistic) in ‘The hotel is conveniently located’ item. The result found that the customers whose reasons for staying at the hotel were ‘Collect the point’ had the different significant level among the customers whose reasons for staying at the hotel were within (j) reason.

The result could be described that the customers whose reasons for staying at the hotel were ‘Collect the point’ concerned about the location of the hotel less than

the customers whose reasons for staying at the hotel were ‘Fond of the concept’. The same as the customers whose reasons for staying at the hotel were ‘Collect the point’ concerned about the location of the hotel less than the customers whose reasons for staying at the hotel was ‘Friend recommends’.

Therefore all above mentioned could be summarized that the customers whose reasons for staying at the hotel were ‘Fond of the concept’ concerned about the location of the hotel more than other reason groups with the highest mean 6.17

Table 4.27.C H1.7 the difference between reason categories toward hotel image

Dependent variable Hotel image (holistic)	Reason	N	Mean	Std. Deviation	F.	Sig.
1.The hotel is popular.	Fond of the	75	5.76	1.161	2.339	.031
	Concept Friend recommends	81	5.16	1.355		

*significant at 0.05 level

Table 4.27.C F-test showed that there were the significant differences between reason for staying categories and hotel image (holistic) in terms of ‘The hotel is popular’ which the significant value at .031* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose reasons for staying at the hotel were ‘Fond of the concept’ and ‘Friend recommends’ had differently concern about the reputation of the hotel. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.27.D Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image (holistic)	(I) reason	(J) reason	Mean Difference (I-J)	Sig.
1. The hotel is popular.	Fond of the concept	Friend recommends	.600*	.044

*Significant difference at 0.05 level

Table 4.27.D indicated in more detail of the different relationship between reason for staying and hotel image (holistic) in 'The hotel is popular' item. The result found that the customers whose reasons for staying at the hotel were 'Fond of the concept' concerned about the reputation of the hotel more than the customers whose reasons for staying at the hotel were 'Friend recommends'.

Table 4.27.E H1.7 the difference between reason categories toward hotel image

Dependent variable Hotel image (attribute)	Reason	N	Mean	Std. Deviation	F.	Sig.
1.The staff are easily accessible when needed.	Convenience	197	5.62	1.108	3.616	.002
	Fond of the concept	75	6.09	.774		
	Friend recommends	81	5.57	1.106		

*significant at 0.05 level

Table 4.27.E F-test showed that there were the significant differences between reason for staying categories and hotel image (attribute) in terms of 'The staff are easily accessible when needed' which the significant value at .002*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose reasons for staying at the hotel were 'Convenience', 'Fond of the concept' and 'Friend recommends' had differently concern about the accessibility of staff. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.27.F H1.7 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image (attribute)	(I) reason	(J) reason	Mean Difference (I-J)	Sig.
1. The staff are easily accessible when needed.	Convenience	Fond of the concept	-.444*	.040
	Fond of the concept	Friend recommends	.562*	.018

*Significant difference at 0.05 level

Table 4.27.F indicated in more detail of the different relationship between reason for staying and hotel image (attribute) in ‘The staff are easily accessible when needed’ item. The result found that the customers whose reasons for staying at the hotel were ‘Convenience’ concerned about the accessibility of staffs less than the customers whose reasons for staying at the hotel were ‘Fond of the concept’. While the customers whose reasons for staying at the hotel were ‘Fond of the concept’ concerned about the accessibility of staffs more than the customers whose reasons for staying at the hotel were ‘Friend recommends’.

Therefore all above mentioned could be summarized that the customers whose reasons for staying at the hotel were ‘Fond of the concept’ concerned about the accessibility of the staffs more than other reason groups with the highest mean 6.09.

Table 4.27.G H1.7 the difference between reason categories toward hotel image

Dependent variable Hotel image (attribute)	Reason	N	Mean	Std. Deviation	F.	Sig.
1.The front desk staff accurately verified the reservation requests.	Convenience	197	5.65	1.158	3.131	.005
	Fond of the concept	75	6.09	.808		
	Friend recommends	81	5.53	1.038		

*significant at 0.05 level

Table 4.27.G F-test showed that there were the significant differences between reason for staying categories and hotel image (attribute) in terms of ‘The front desk staff accurately verified the reservation requests’ which the significant value at .005* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose reasons for staying at the hotel were ‘Convenience’, ‘Fond of the concept’ and ‘Friend recommends’ had differently concern about the accurately verified the reservation requests. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.27.H H1.7 Post Hoc Bonferroni

Bonferroni				
Dependent Variable Hotel Image (attribute)	(I) reason	(J) reason	Mean Difference (I-J)	Sig.
1. The front desk staff accurately verified the reservation requests.	Convenience	Fond of the concept	-.444*	.040
	Fond of the concept	Friend recommends	.562*	.018

*Significant difference at 0.05 level

Table 4.27.H indicated in more detail of the different relationship between reason for staying and hotel image (attribute) in 'The front desk staff accurately verified the reservation requests' item. The result found that the customers whose reasons for staying at the hotel were 'Convenience' concerned about accurately verified the reservation requests less than the customers whose reasons for staying at the hotel were 'Fond of the concept'. While the customers whose reason for staying at the hotel were 'Fond of the concept' concerned about accurately verified the reservation requests more than the customers whose reasons for staying at the hotel were 'Friend recommends'.

Therefore all above mentioned could be summarized that the customers whose reasons for staying at the hotel were 'Fond of the concept' concerned about the accurately verified the reservation requests more than other reason groups with the highest mean 6.09.

Table 4.27.I H1.7 the difference between reason categories toward hotel image

Dependent variable Hotel image (attribute)	Reason	N	Mean	Std. Deviation	F.	Sig.
1.The staff try very hard to rectify my requests.	Fond of concept	75	6.08	.850	2.876	.009
	Friend recommends	81	5.47	1.013		

*significant at 0.05 level

Table 4.27.I F-test showed that there were the significant differences between reason for staying categories and hotel image (attribute) in terms of 'The staff

try very hard to rectify my requests’ which the significant value at .009* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose reasons for staying at the hotel were ‘Fond of the concept’ and ‘Friend recommends’ had differently concern about their requests. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.27.J H1.7 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image (attribute)	(I) reason	(J) reason	Mean Difference (I-J)	Sig.
1. The staff try very hard to rectify my requests.	Fond of the concept	Friend recommends	.611*	.007

*Significant difference at 0.05 level

Table 4.27.J indicated in more detail of the different relationship between reason for staying and hotel image (attribute) in ‘The staff try very hard to rectify my requests’ item. The result found that the customers whose reasons for staying at the hotel were ‘Fond of the concept’ concerned about their requests more than the customers whose reasons for staying at the hotel were ‘Friend recommends’.

One way ANOVA was applied to find the difference between reasons for staying categories toward customer satisfaction as the table 4.28below;

Table 4.28.A H3.7 the difference between reason categories toward customer satisfaction

Dependent variable Customer satisfaction (services)	Reason	N	Mean	Std. Deviation	F.	Sig.
1.Prompt service to customers.	Collect the point	2	3.50	.707	2.852	.010
	Convenience	197	5.77	1.080		
	Friend	75	5.96	.877		
	recommends					

*significant at 0.05 level

Table 4.28.A F-test showed that there were the significant differences between reason for staying categories and customer satisfaction (services) in terms of 'Prompt service to customers' which the significant value at .010*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose reasons for staying at the hotel were 'Collect the point', 'Convenience' and 'Friend recommends' had differently concern about the prompt services. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.28.B H3.7 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer satisfaction (services)	(I) reason	(J) reason	Mean Difference (I-J)	Sig.
1. Prompt service to customers.	Collect the point	Convenience	-.272*	.038
		Fond of concept	-2.460*	.017

*Significant difference at 0.05 level

Table 4.28.B indicated in more detail of the different relationship between reason for staying and customer satisfaction (services) in 'Prompt service to customers' item. The result found that the customers whose reasons for staying at the hotel were 'Collect the point' had the different significant level among the customers whose reasons for staying at the hotel were within (j) reason.

The result found that the customers whose reasons for staying at the hotel were 'Collect the point' concerned about prompt services less than the customers whose

reasons for staying at the hotel were ‘Convenience’. While the customers whose reasons for staying at the hotel were ‘Collect the point’ concerned about prompt services less than the customers whose reasons for staying at the hotel were ‘Fond of concept’.

Therefore all above mentioned could be summarized that the customers whose reasons for staying at the hotel were ‘Fond of the concept’ concerned about prompt services more than other reason groups with the highest mean 5.96.

Table 4.28.C H3.7 the difference between reason categories toward customer satisfaction

Dependent variable Customer satisfaction (services)	Reason	N	Mean	Std. Deviation	F.	Sig.
1.Individualized attention from staff.	Fond of concept	75	6.04	.796	2.494	.022
	Friend recommends	81	5.48	1.001		

*significant at 0.05 level

Table 4.28.C F-test showed that there were the significant differences between reason for staying categories and customer satisfaction (services) in terms of ‘Individualized attention from staff ’which the significant value at .022* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose reasons for staying at the hotel were ‘Fond of the concept’ and ‘Friend recommends’ had differently concern about an individualized attention from staff. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.28.D H3.7 Post Hoc Bonferroni

Bonferroni				
Dependent variable Hotel image (attribute)	(I) reason	(J) reason	Mean Difference (I-J)	Sig.
1.Individualized attention from staff.	Fond of the concept	Friend recommends	.559*	.011

*Significant difference at 0.05 level

Table 4.28.D indicated in more detail of the different relationship between reason for staying and customer satisfaction (services) in ‘Individualized attention

from staff' item. The result found that the customers whose reasons for staying at the hotel were 'Fond of the concept' concerned about an individualized attention from staff more than the customers whose reasons for staying at the hotel were 'Friend recommends'.

Table 4.28.E H3.7 the difference between reason categories toward customer satisfaction

Dependent variable Customer satisfaction (services)	Reason	N	Mean	Std. Deviation	F.	Sig.
1.Facilities are well equipped.	Friend	81	5.38	1.146	3.014	.007
	recommends	75	6.03	.854		
	Fond of concept					

*significant at 0.05 level

Table 4.28.E F-test showed that there were the significant differences between reason for staying categories and customer satisfaction (services) in terms of 'Facilities are well equipped' which the significant value at .007*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose reasons for staying at the hotel were 'Friend recommends' and 'Fond of concept' had differently concern about facilities were well equipped. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.28.F H3.7 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer satisfaction (services)	(I) reason	(J) reason	Mean Difference (I-J)	Sig.
1. Facilities are well equipped.	Friend recommends	Fond of concept	-.644*	.002

*Significant difference at 0.05 level

Table 4.28.F indicated in more detail of the different relationship between reason for staying and customer satisfaction (services) in 'Facilities are well equipped' item. The result found that the customers whose reasons for staying at the hotel were

'Friend recommends' concerned about facilities were well equipped less than the customers whose reasons for staying at the hotel were 'Fond of concept'.

Table 4.28.G H3.7 the difference between reason categories toward customer satisfaction

Dependent variable Customer satisfaction (services)	Reason	N	Mean	Std. Deviation	F.	Sig.
1.Facilities are well designed.	Convenience	197	5.68	1.033	4.958	.000
	Friend	81	5.23	1.052		
	recommends	75	5.99	.923		
	Fond of concept					

*significant at 0.05 level

Table 4.28.G F-test showed that there were the significant differences between reason for staying categories and hotel image (attribute) in terms of 'Facilities are well designed' which the significant value at .000* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose reasons for staying at the hotel were 'Convenience', 'Friend recommends' and 'Fond of concept' had differently concern about facilities were well designed. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.28.H H3.7 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer satisfaction (services)	(I) reason	(J) reason	Mean Difference (I-J)	Sig.
1. Facilities are well designed.	Convenience	Friend recommends	.441*	.021
	Fond of the concept	Friend recommends	.752*	.000

*Significant difference at 0.05 level

Table 4.28.H indicated in more detail of the different relationship between reason for staying and customer satisfaction (services) in 'Facilities are well designed' item. The result found that the customers whose reasons for staying at the hotel were

'Convenience' concerned about facilities were well designed more than the customers whose reasons for staying at the hotel were 'Friend recommends'. While the customers whose reasons for staying at the hotel were 'Fond of the concept' concerned about facilities were well designed more than the customers whose reasons for staying at the hotel were 'Friend recommends'.

Therefore all above mentioned could be summarized that the customers whose reasons for staying at the hotel were 'Fond of the concept' concerned about facilities were well designed more than other reason groups with the highest mean 5.99.

Table 4.28.I H3.7 the difference between reason categories toward customer satisfaction

Dependent variable Customer satisfaction (services)	Reason	N	Mean	Std. Deviation	F.	Sig.
1. Overall satisfaction, I am satisfied with my decision.	Friend	81	5.58	.960	3.305	.003
	recommends	75	6.19	.748		
	Fond of concept					

*significant at 0.05 level

Table 4.28.I F-test showed that there were the significant differences between reason for staying categories and customer satisfaction (services) in terms of 'Overall satisfaction, I am satisfied with my decision' which the significant value at .003*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose reasons for staying at the hotel were 'Friend recommends' and 'Fond of concept' had differently concern about satisfied decision to stay at the hotel. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.28.J H3.7 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer satisfaction (services)	(I) reason	(J) reason	Mean Difference (I-J)	Sig.
1. Overall satisfaction, I am satisfied with my decision.	Friend recommends	Fond of concept	-.606*	.003

*Significant difference at 0.05 level

Table 4.28.J indicated in more detail of the different relationship between reason for staying and customer satisfaction (attribute) in ‘Overall satisfaction, I am satisfied with my decision’ item. The result found that the customers whose reasons for staying at the hotel were ‘Friend recommends’ concerned about satisfied decision to stay at the hotel less than the customers whose reasons for staying at the hotel were ‘Fond of concept’.

Table 4.28.K H3.7 the difference between reason categories toward customer satisfaction

Dependent variable Customer satisfaction (products)	Reason	N	Mean	Std. Deviation	F.	Sig.
1. Cleanliness of the hotel.	Fond of concept	75	6.16	.789	3.305	.003
	Collect the point	2	4	1.414		
	Friend recommends	81	5.68	.998		

*significant at 0.05 level

Table 4.28.K F-test showed that there were the significant differences between reason for staying categories and customer satisfaction (products) in terms of ‘Cleanliness of the hotel’ which the significant value at .003* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose reasons for staying at the hotel were ‘Fond of concept’ , ‘Collect the point’ and ‘Friend recommends’ had differently concern about the cleanliness of the hotel. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.28.L H3.7 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer satisfaction (products)	(I) reason	(J) reason	Mean Difference (I-J)	Sig.
1. Cleanliness of the hotel.	Fond of concept	Collect the point	2.160*	.038
		Friend recommends	.481*	.039

*Significant difference at 0.05 level

Table 4.28.L indicated in more detail of the different relationship between reason for staying and customer satisfaction (products) in 'Cleanliness of the hotel' item. The result found that the customers whose reasons of staying at the hotel were 'Fond of concept' had the different significant level among the customers whose reasons of staying at the hotel were within (j) reason.

The result found that the customers whose reasons for staying at the hotel were 'Fond of concept' concerned about cleanliness of the hotel more than the customers whose reasons for staying at the hotel were 'Collect the point'. While the customers whose reasons for staying at the hotel were 'Fond of concept' concerned about cleanliness of the hotel less than the customers whose reasons for staying at the hotel were 'Friend recommend'.

Therefore all above mentioned could be summarized that the customers whose reasons for staying at the hotel were 'Fond of the concept' concerned about cleanliness of the hotel more than other reason groups with the highest mean 6.16.

Table 4.28.M H3.7 the difference between reason categories toward customer satisfaction

Dependent variable Customer satisfaction (products)	Reason	N	Mean	Std. Deviation	F.	Sig.
1. Architecture.	Convenience	197	5.78	1.045	5.418	.000
	Fond of concept	75	6.35	.780		
	Friend recommends	81	5.73	1.084		
	Familiarity	39	5.44	1.071		

*significant at 0.05 level

Table 4.28.M F-test showed that there were the significant differences between reason for staying categories and customer satisfaction (products) in terms of ‘Architecture’ which the significant value at .000*.The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose reasons for staying at the hotel were ‘Convenience’, ‘Fond of the concept’ and ‘Friend recommends’ had differently concern about architecture. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.28.NH3.7 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer satisfaction (products)	(I) reason	(J) reason	Mean Difference (I-J)	Sig.
1. Architecture.	Convenience	Fond of the concept	-.570*	.001
	Fond of the concept	Friend recommends	.618*	.003
	Fond of the concept	Familiarity	.911*	.000

*Significant difference at 0.05 level

Table 4.28.N indicated in more detail of the different relationship between reason for staying and customer satisfaction (products) in ‘Architecture’ item. The result found that the customers whose reasons for staying at the hotel were ‘Convenience’ concerned about architecture less than the customers whose reasons for staying at the hotel were ‘Fond of the concept’. While the customers whose reasons for staying at the hotel were ‘Fond of the concept’ concerned about architecture more than the customers whose reasons for staying at the hotel were ‘Friend recommends’. The same as the customers whose reasons for staying at the hotel were ‘Fond of the concept’ concerned about architecture more than the customers whose reasons for staying at the hotel were ‘Familiarity’.

Therefore all above mentioned could be summarized that the customers whose reasons of staying at the hotel were ‘Fond of the concept’ concerned about an architecture more than other reason groups with the highest mean 6.35.

Table 4.28.O H3.7 the difference between reason categories toward customer satisfaction

Dependent variable Customer satisfaction (products)	Reason	N	Mean	Std. Deviation	F.	Sig.
1. Interior decoration.	Friend	81	5.67	1.049	3.232	.004
	recommends	75	6.25	.887		
	Fond of concept					

*significant at 0.05 level

Table 4.28.O F-test showed that there were the significant differences between reason for staying categories and customer satisfaction (products) in terms of 'Interior decoration' which the significant value at .004* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose reasons for staying at the hotel were 'Friend recommends' and 'Fond of the concept' had differently concern about interior decoration. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.28.P H3.7 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer satisfaction (products)	(I) reason	(J) reason	Mean Difference (I-J)	Sig.
1. Interior decoration.	Friend recommends	Fond of concept	-.587*	.010

*Significant difference at 0.05 level

Table 4.28.P indicated in more detail of the different relationship between reason for staying and customer satisfaction (products) in 'Interior decoration' item. The result found that the customers whose reasons for staying at the hotel were 'Friend recommends' concerned about interior decoration less than the customers whose reasons for staying at the hotel were 'Fond of concept'.

One way ANOVA was applied to find the difference between reasons for staying categories toward customer perceived value as the table 4.29 below;

Table 4.29.A H2.7 the difference between reason categories toward customer perceived value

Dependent variable Customer perceived value (functional value price)	Reason	N	Mean	Std. Deviation	F.	Sig.
1.The waiting time until I am attended to is appropriate.	Fond of concept	75	6.20	.854	2.942	.008
	Convenience	197	5.71	1.052		
	Friend	81	5.63	1.078		
	recommends					

*significant at 0.05 level

Table 4.29.A F-test showed that there were the significant differences between reason for staying categories and customer perceived value (functional value price) in terms of ‘The waiting time until I am attended to is appropriate’ which the significant value at .008* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose reasons for staying at the hotel were ‘Fond of concept’ , ‘Convenience’ and ‘Friend recommends’ had differently concern about the waiting time to receive the service. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.29.B H2.7 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer perceived value (functional value price)	(I) reason	(J) reason	Mean Difference (I-J)	Sig.
1. The waiting time until I am attended to is appropriate.	Fond of concept	Convenience	.494*	.008
		Friend recommends	.570*	.011

*Significant difference at 0.05 level

Table 4.29.B indicated in more detail of the different relationship between reason for staying and customer perceived value (functional value price) in ‘The waiting time until I am attended to is appropriate’ item. The result found that the customers whose reasons for staying at the hotel were ‘Fond of concept’ had the

different significant level among the customers whose reasons for staying at the hotel were within (j) reason.

The result found that the customers whose reasons for staying at the hotel were 'Fond of concept' concerned about the waiting time to receive the service more than the customers whose reasons for staying at the hotel were 'Convenience'. The same as the customers whose reasons for staying at the hotel were 'Fond of concept' concerned about the waiting time to receive the service more than the customers whose reasons for staying at the hotel were 'Friend recommends'.

Therefore all above mentioned can be summarized that the customers whose reasons for staying at the hotel were 'Fond of the concept' concerned about the waiting time to receive the service more than other reason groups with the highest mean 6.20.

Table 4.29.C H2.7 the difference between Reason categories toward customer perceived value

Dependent variable Customer perceived value (functional value price)	Reason	N	Mean	Std. Deviation	F.	Sig.
1.The price is worth to pay.	Fond of the	75	6.27	.759	2.590	.018
	concept	197	5.84	1.060		
	Convenience					

*significant at 0.05 level

Table 4.29.C F-test showed that there were the significant differences between reason for staying categories and customer perceived value (functional value price) in terms of 'The price is worth to pay' which the significant value at .018* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose reasons for staying at the hotel were 'Fond of the concept' and 'Convenience' had differently concern about worthy price. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.29.D H2.7 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer perceived value (functional value price)	(I) reason	(J) reason	Mean Difference (I-J)	Sig.
1. The price is worth to pay.	Friend recommends	Fond of concept	-.583*	.021

*Significant difference at 0.05 level

Table 4.29.D indicated in more detail of the different relationship between reason for staying and customer perceived value (functional value price) in ‘The price is worth to pay’ item. The result found that the customers whose reasons for staying at the hotel were ‘Friend recommends’ concerned about worthy price less than the customers whose reasons for staying at the hotel were ‘Fond of concept’.

Table 4.29.E H2.7 the difference between Reason categories toward customer perceived value

Dependent variable Customer perceived value (social value)	Reason	N	Mean	Std. Deviation	F.	Sig.
1.The hotel is very well considered by most people.	Friend	81	5.28	1.109	3.737	.001
	recommends	75	5.87	1.044		
	Fond of the concept					

*significant at 0.05 level

Table 4.29.E F-test showed that there were the significant differences between reason for staying categories and customer perceived value (social value) in terms of ‘The hotel is very well considered by most people’ which the significant value at .001* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose reasons for staying at the hotel were ‘Friend recommends’ and ‘Fond of the concept’ had differently opinion about the hotel was very well considered by most people. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.29.F H2.7 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer perceived value (social value)	(I) reason	(J) reason	Mean Difference (I-J)	Sig.
1. The hotel is very well considered by most people.	Friend recommends	Fond of concept	-.583*	.021

*Significant difference at 0.05 level

Table 4.29.F indicated in more detail of the different relationship between reason for staying and customer perceived value (social value) in ‘The hotel is very well considered by most people’ item. The result found that the customers whose reasons for staying at the hotel were ‘Friend recommends’ concerned about the hotel was very well considered by most people less than the customers whose reasons for staying at the hotel were ‘Fond of concept’.

Table 4.29.G H2.7 the difference between reason categories toward customer perceived value

Dependent variable Customer perceived value (social value)	Reason	N	Mean	Std. Deviation	F.	Sig.
1.Many people I know like this hotel.	Convenience	197	5.48	1.137	5.042	.000
	Familiarity	39	4.79	1.281		
	Fond of concept	81	5.26	1.222		
	Friend	75	5.85	.926		
	recommends					

*significant at 0.05 level

Table 4.29.G F-test showed that there were the significant differences between reason for staying categories and customer perceived value (social value) in terms of ‘Many people I know like this hotel’ which the significant value at .000*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose reasons for staying at the hotel were ‘Convenience’, ‘Familiarity’, ‘Fond of the concept’ and ‘Friend recommends’ had differently opinion about many people they knew like this hotel. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.29.H H2.7 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer perceived value (social value)	(I) reason	(J) reason	Mean Difference (I-J)	Sig.
1. Many people I know like this hotel.	Convenience	Familiarity	.687*	.012
	Fond of the concept	Friend recommends	.594*	.024
	Fond of the concept	Familiarity	1.058*	.000

*Significant difference at 0.05 level

Table 4.29.H indicated in more detail of the different relationship between reason for staying and customer perceived value (social value) in 'Many people I know like this hotel' item. The result found that the customers whose reasons for staying at the hotel were 'Convenience' concerned about many people they knew liked this hotel more than the customers whose reasons for staying at the hotel were 'Familiarity'. While the customers whose reasons for staying at the hotel were 'Fond of the concept' concerned about many people they knew liked this hotel more than the customers whose reasons for staying at the hotel were 'Friend recommends'. The same as the customers whose reasons for staying at the hotel were 'Fond of the concept' concerned about many people they knew liked this hotel more than the customers whose reasons for staying at the hotel were 'Familiarity'.

Therefore all above mentioned could be summarized that the customers whose reasons for staying at the hotel were 'fond of the concept' concerned about many people they knew liked this hotel more than other reason groups with the highest mean 5.85.

Table 4.29.I H2.7 the difference between reason categories toward customer perceived value

Dependent variable Customer perceived value (social value)	Reason	N	Mean	Std. Deviation	F.	Sig.
1.This hotel is well-known.	Fond of the	75	5.96	.922	5.405	.000
	concept	197	5.48	1.114		
	Convenience	81	5.28	1.175		
	Friend	39	4.90	1.142		
	recommends					
	Familiarity					

*significant at 0.05 level

Table 4.29.I F-test showed that there were the significant differences between reason for staying categories and customer perceived value (social value) in terms of 'This hotel is well-known' which the significant value at .000*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose reasons for staying at the hotel were 'Fond of the concept', 'Convenience', 'Friend recommends' and 'Familiarity' had differently concern about the reputation of the hotel. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.29.J H2.7 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer perceived value (social value)	(I) reason	(J) reason	Mean Difference (I-J)	Sig.
1. This hotel is well-known.	Fond of concept	Convenience	.483*	.026
		Friend recommends	.676*	.003
		Familiarity	1.063*	.000

*Significant difference at 0.05 level

Table 4.29.J indicated in more detail of the different relationship between reason for staying and customer perceived value (social value) in 'This hotel is well-known' item. The result found that the customers whose reasons for staying at the

hotel were ‘Fond of concept’ had the different significant level among the customers whose reasons for staying at the hotel were within (j) reason.

The result found that the customers whose reasons of staying at the hotel were ‘Fond of the concept’ concerned about the reputation of the hotel more than the customers whose reasons for staying at the hotel were ‘Convenience’. The same as the customers whose reasons for staying at the hotel were ‘Fond of the concept’ concerned about the reputation of the hotel more than the customers whose reasons for staying at the hotel were ‘Friend recommends’. Also the customers whose reasons for staying at the hotel were ‘Fond of the concept’ concerned about the reputation of the hotel more than the customers whose reasons for staying at the hotel were ‘Familiarity’.

Therefore all above mentioned could be summarized that the customers whose reasons for staying at the hotel were ‘Fond of the concept’ concerned about the reputation of the hotel more than other reason groups with the highest mean 5.96.

Table 4.29.K H2.7 the difference between reason categories toward customer perceived value

Dependent variable Customer perceived value (social value)	Reason	N	Mean	Std. Deviation	F.	Sig.
1.The fact that I come here looks good to the people I know.	Fond of the	75	5.81	1.062	4.279	.000
	concept	81	5.17	1.349		
	Friend recommends	39	4.72	1.450		
	Familiarity					

*significant at 0.05 level

Table 4.29.K F-test showed that there were the significant differences between reason for staying categories and customer perceived value (social value) in terms of ‘The fact that I come here looks good to the people I know’ which the significant value at .000* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose reasons for staying at the hotel were ‘Fond of the concept’, ‘Friend recommends’ and ‘Familiarity’ had differently concern about ‘The fact that I come here looks good to the people I know’. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.29.L H2.7 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer perceived value (social value)	(I) reason	(J) reason	Mean Difference (I-J)	Sig.
1. The fact that I come here looks good to the people I know.	Fond of concept	Friend recommends	.640*	.033
		Familiarity	1.095*	.000

*Significant difference at 0.05 level

Table 4.29.L indicated in more detail of the different relationship between reason for staying and customer perceived value (social value) in ‘The fact that I come here looks good to the people I know’ item. The result found that the customers whose reasons for staying at the hotel were ‘Fond of concept’ had the different significant level among the customers whose reasons for staying at the hotel were within (j) reason.

The result found that the customers whose reasons for staying at the hotel were ‘Fond of the concept’ concerned about their came here looked good to the people they knew more than the customers whose reasons for staying at the hotel were ‘Friend recommends’. The same as the customers whose reasons for staying at the hotel were ‘Fond of the concept’ concerned about their came here looked good to the people they knew more than the customers whose reasons for staying at the hotel were ‘Familiarity’.

Therefore all above mentioned could be summarized that the customers whose reasons for staying at the hotel were ‘Fond of the concept’ concerned about their came here looked good to the people they knew more than other reason groups with the highest mean 5.8.

Table 4.29.M H2.7 the difference between reason categories toward customer perceived value

Dependent variable Customer perceived value (emotional value)	Reason	N	Mean	Std. Deviation	F.	Sig.
1.I feel relaxed.	Fond of the concept	75	6.32	.791	3.396	.003
	Convenience	197	5.84	1.071		
	Friend recommends	81	5.73	1.096		

*significant at 0.05 level

Table 4.29.M F-test showed that there were the significant differences between reason for staying categories and customer perceived value (emotional value) in terms of ‘I feel relaxed’ which the significant value at .003* The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose reasons for staying at the hotel were ‘Fond of the concept’, ‘Convenience’ and ‘Friend recommends’ had differently concern about the relaxation. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.29.N H2.7 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer perceived value (emotional value)	(I) reason	(J) reason	Mean Difference (I-J)	Sig.
1. I feel relaxed.	Fond of concept	Convenience	.482*	.013
		Friend recommends	.592*	.008

*Significant difference at 0.05 level

Table 4.29.N indicated in more detail of the different relationship between reason for staying and customer perceived value (social value) in ‘I feel relaxed’ item. The result found that the customers whose reasons for staying at the hotel were ‘Fond

of concept' had the different significant level among the customers whose reasons for staying at the hotel were within (j) reason.

The result found that the customers whose reasons for staying at the hotel were 'Fond of the concept' concerned about the relaxation more than the customers whose reasons for staying at the hotel were 'Convenience'. The same as the customers whose reasons for staying at the hotel were 'Fond of the concept' concerned about the relaxation more than the customers whose reasons for staying at the hotel were 'Friend recommends'.

Therefore all above mentioned could be summarized that the customers whose reasons for staying at the hotel were 'Fond of the concept' concerned about the relaxation more than other reason groups with the highest mean 6.32.

Table 4.29.O H2.7 the difference between reason categories toward customer perceived value

Dependent variable Customer perceived value (emotional value)	Reason	N	Mean	Std. Deviation	F.	Sig.
1. Staff give me positive feelings.	Friend	81	5.74	1.138	2.861	.010
	recommends	75	6.28	.745		
	Fond of the concept					

*significant at 0.05 level

Table 4.29.O F-test showed that there were the significant differences between reason for staying categories and customer perceived value (emotional value) in terms of 'Staff give me positive feelings' which the significant value at .001*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose reasons for staying at the hotel were 'Friend recommends' and 'Fond of the concept' had differently opinion about the positive feelings toward staff. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.29.P H2.7 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer perceived value (social value)	(I) reason	(J) reason	Mean Difference (I-J)	Sig.
1. Staff give me positive feelings.	Friend recommends	Fond of concept	-.539*	.036

*Significant difference at 0.05 level

Table 4.29.P indicated in more detail of the different relationship between reason for staying and customer perceived value (emotional value) in ‘Staff give me positive feelings’ item. The result found that the customers whose reasons for staying at the hotel were ‘Friend recommends’ concerned the positive feelings toward staff less than the customers whose reasons for staying at the hotel were ‘Fond of concept’.

Table 4.29.Q H2.7 the difference between reason categories toward customer perceived value

Dependent variable Customer perceived value (emotional value)	Reason	N	Mean	Std. Deviation	F.	Sig.
1.In general I feel at ease.	Fond of the	75	6.45	.722	2.959	.008
	concept	197	5.98	1.064		
	Convenience					

*significant at 0.05 level

Table 4.29.Q F-test showed that there were the significant differences between reason for staying categories and customer perceived value (emotional value) in terms of ‘In general I feel at ease’ which the significant value at .008*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose reasons for staying at the hotel were ‘Fond of the concept’ and the customers whose reasons for staying at the hotel were ‘Convenience’ had differently opinion about the overall comfort feeling toward the hotel. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.29.R H2.7 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer perceived value (emotional value)	(I) reason	(J) reason	Mean Difference (I-J)	Sig.
1. In general I feel at ease.	Fond of concept	Convenience	.474*	.011

*Significant difference at 0.05 level

Table 4.29.R indicated in more detail of the different relationship between reason for staying and customer perceived value (emotional value) in 'In general I feel at ease' item. The result found that the customers whose reasons for staying at the hotel were 'Fond of the concept' concerned about the overall comfort feeling toward the hotel more than the customers whose reasons for staying at the hotel were 'Convenience'.

One way ANOVA was applied to find the difference between reasons for staying categories toward customer loyalty as the table 4.30 below;

Table 4.30.A H4.7 the difference between reason categories toward Customer loyalty

Dependent variable Customer loyalty (attitudinal)	Reason	N	Mean	Std. Deviation	F.	Sig.
1.I am willing to select to study at this hotel even if I know there are other boutique hotels around here.	Familiarity	39	4.64	1.693	2.852	.010
	Convenience	197	5.54	1.448		
	Fond of the concept	75	5.61	1.262		

*significant at 0.05 level

Table 4.30.A F-test showed that there were the significant differences between reason for staying categories and customer loyalty (attitudinal) in terms of 'I am willing to select to study at this hotel even if I know there are other boutique hotels around here' which the significant value at .010*. The significant value was lower than 0.05. ; therefore, the result could be described that the customers whose reasons for staying at the hotel were 'Familiarity' , 'Convenience' and 'Fond of the concept' had differently opinion about to select this hotel even there were other boutique hotel around here. Then the researcher applied Post Hoc Bonferroni Test to describe more in details.

Table 4.30.B H4.7 Post Hoc Bonferroni

Bonferroni				
Dependent variable Customer loyalty (attitudinal)	(I) reason	(J) reason	Mean Difference (I-J)	Sig.
I.I am willing to select to study at this hotel even if I know there are other boutique hotels around here.	Familiarity	Convenience	.902*	.010
		Fond of the concept	-.972*	.017

*Significant difference at 0.05 level

Table 4.30.B indicated in more detail of the different relationship between reason for staying and customer loyalty (attitudinal) in 'I am willing to select to study at this hotel even if I know there are other boutique hotels around here' item. The result found that the customers whose reasons for staying at the hotel were 'Familiarity' had the different significant level among the customers whose reasons for staying at the hotel were within (j) reason.

The result found that the customers whose reasons for staying at the hotel were 'Familiarity' tended to select to stay at this hotel even if they knew there were other boutique hotels around here more than the customers whose reasons for staying at the hotel were 'Convenience'. While the customers whose reasons for staying at the hotel were 'Familiarity' tended to select to stay at this hotel even if they knew there were other boutique hotels around here less than the customers whose reasons for staying at the hotel were 'Fond of the concept'.

Therefore all above mentioned could be summarized that the customer whose reasons for staying at the hotel were 'Fond of the concept' tended to select to stay at this hotel even if they knew there were other boutique hotels around here more than other reason groups with the highest mean 5.61.

4.4 Test of Correlation among variables

In order to answer the research questions, Pearson Correlation is applied for finding the significant difference between the independent variables of each

couple ; H5 customer perceived value and customer satisfaction, H6 customer perceived value and customer loyalty, H7 hotel image and customer Satisfaction, H8 hotel image and customer loyalty, H9 customer satisfaction and customer loyalty. The results are as follow;

Table 4.31 Pearson Correlation

Pearson Correlation			
	Mean Hotel image	Mean Customer satisfaction	Mean Customer Perceived value
Mean Customer satisfaction	.826**		
Mean Customer perceived value	.754**	.794**	
Mean Customer loyalty	.485**	.480**	.537**

** Correlation is significant at the 0.01 level (2-tailed).

N=400

Refer to the table 4.9.1 the result indicated that all each couples had the significant correlation among their relationships as follow;

H5 customer perceived value and customer satisfaction had the significant correlation at.000 which below .050. Therefore it could be described that customer perceived value had the strong relationship to customer satisfaction with .794**.

H6 customer perceived value and customer loyalty had the significant correlation at.000 which below .050. Therefore it can be described that customer perceived value had the moderate relationship to customer loyalty with .537**.

H7 hotel image and customer satisfaction had the significant correlation at.000 which below .050. Therefore it could be described that hotel image had the strong relationship to customer satisfaction with .826**.

H8 hotel image and customer loyalty have the significant correlation at.000 which below .050. Therefore it could be described that hotel image had the weak relationship to customer loyalty with .485** (Research question 1).

H9 customer satisfaction and customer loyalty had the significant correlation at.000 which below .050. Therefore it could be described that customer satisfaction had the weak relationship to customer loyalty with .480**.

Strockburger (2013) stated about the interpretation of correlation coefficient that the correlation value below 0.50 is considered as a weak correlation, the correlation value equal 0.50 is considered as a moderate correlation and the correlation value more than 0.50 is considered as a strong correlation.

4.5 The conclusion of the hypothesis results

H1 Demographic factors towards hotel image

H1.1 gender and hotel image

The result found that there were the difference between male and female in 'The hotel is clean in all public areas', 'The bedrooms are comfortable', 'The hotel's facilities are up to date', 'The hotel is successful in providing overall services', 'Most people have a positive opinion about this hotel' in holistic category. The research found that male concerned more about hotel image than female.

H1.2 nationality and hotel image

The result found that there were the difference between Thais and foreigner in 'The hotel is conveniently located', 'Room maintenance is adequate', 'The lighting in the hotel is suitable', 'The lobby/reception is comfortable', 'Most people have a positive opinion about this hotel', 'The hotel is popular' in holistic category. While in attribute category were 'The reservation system is easy to use (ex. Telephone/ internet/website)', 'Staff's knowledge of the hotel's procedure make me

feel comfortable' , 'The staff are easily accessible when needed' , 'The front desk staff accurately verified the reservation requests' , 'The staff are knowledgeable about hotel equipment (e.g. computer system)' , 'The staff understand my needs' , 'My requests are handled promptly' , 'The staff are friendly'. The research found that foreigner customers concerned more in both holistic and attribute aspects than Thais customers.

H1.4 income and hotel image

The result found that the customer whose incomes were more than 5,000 USD paid more attention on 'The location of the hotels', 'Staff's knowledge of the hotel's procedure', 'The reservation requests', 'Staff's knowledgeable on hotel's equipment', 'The customers' needs' and 'Friendliness of staff' from both holistic and attribute aspects. While customers whose incomes were below 1,000USD mostly concerned less about hotel image than other groups.

H1.5 purpose for staying and hotel image

The customers who had the purpose for staying at the hotel were 'Visiting family and friend' concerned more about the aroma in the hotels and the comfortable of the reservation system from both holistic and attribute aspects. The customers who had the purpose for staying at the hotels were 'Shopping' concerned more about the comfortable of bedrooms in holistic aspect. The research mostly found that both 'Visiting family and friend' and 'Shopping' concerned more about hotel image than other groups.

H1.6 frequency and hotel image

The customers who had the frequency of staying at the hotels '4 times' in the last 2 years concerned about 'The location of the hotels', 'The room maintenances', 'The lighting in the hotels' and 'The cleanliness of the hotels'. The customers who had the frequency of staying at the hotels '3 times' in the last 2 years concerned more about 'The reputation of the hotels' and 'Staff's knowledge of the hotel's procedure'. The customers who had the frequency of staying at the hotels 'Twice' in the last 2 years concerned more about 'The aroma in the hotels' and 'The comfortable of the lobby'. The research mostly found that the customers who had the frequency of staying at the hotels 'once' in the last 2

years concerned less about hotel image in both holistic and attribute aspects than other groups.

H1.7 reason for staying and hotel image

The customers who had the reason for staying at the hotels were 'Fond of the concept' concerned about 'The location of the hotels', 'The reputation of the hotels', 'The accessibility of the staff', 'The accurately verified the reservation requests' and 'The effort of staff on their requests'. The research mostly found that in both holistic and attribute aspects, the customers who had the reason for staying at the hotels were 'Fond of the concept' concerned more about hotel image than other groups.

Therefore from all above result, H1 demographic factors towards hotel image could be answered that gender, nationality, income, purpose for staying, frequency, reason for staying were the variable demographic factors which influence on hotel image. Age was not effect on hotel image.

H2 Demographic factors towards customer perceived value

H2.1 gender and customer perceived value

The result found that there were the difference between male and female in 'The hotel is very well considered by most people' , 'Many people I know like this hotel' and 'The fact that I come here looks good to the people I know' in social value category. While in emotional value category was 'Staff give me positive feelings' and 'In general I feel at ease'. There was no difference in functional value price category. The result found that male concerned more about customer perceived value in both aspects than female.

H2.2 nationality and customer perceived value

The result found that there were the difference between Thais and foreigner in 'The service is good for expense it caused me', 'The total cost that causes me is reasonable', 'The result of the service perceived were as expected', 'The waiting

time until I am attended to is appropriate' and 'The price is worth to pay' in functional value price category. While in emotional value category was 'I feel relaxed', 'Staff give me positive feelings' and 'In general I feel at ease'. The result found that foreigner customers concerned more about customer perceived value in both aspects than Thais customers. There was no difference in social value category.

H2.4 income and customer perceived value

The result found that the customers whose incomes were more than 5,000 USD paid more attention on 'The service is good for expense', 'Reasonable price', 'The perceived services', 'Waiting time to receive the service' and 'Worthy price'. The result mostly found that in both functional value price and emotional value aspects the customer whose incomes were below 1,000USD concerned less about customer perceived value than other groups.

H2.5 purpose for staying and customer perceived value

The customers who had the purpose for staying at the hotel were 'Shopping' paid more attention on 'The service is good for expense' than customers who had the purpose for staying at the hotel were 'Leisure'.

H2.6 frequency and customer perceived value

The research mostly found that the customers who had the frequency of staying at the hotels 'Once' in the last 2 years concerned in both functional value price and emotional value aspects less about customer perceived value than other groups.

H2.7 reason for staying and customer perceived value

The customers who had the reason for staying at the hotels were 'Fond of the concept' concerned about 'Waiting time to receive the service', 'Worthy price', 'The hotel is very well considered by most people', 'Many people they know like the hotel', 'The reputation of the hotel', 'Their coming to this hotel look good to people they know', 'The relaxation', 'The overall customers' feeling toward the hotel' which consisted in all aspects (functional value price, social value and emotional value).

Therefore from all above result, H2 Demographic towards Customer Perceived Value could be answered that nationality, income, purpose for staying, frequency, reason for staying are the variable demographic factors which influence on hotel image. Age was not effect on customer perceived value.

H3 Demographic factors towards customer satisfaction

H3.1 gender and customer satisfaction

The result found that there were the differences between male and female in 'Architecture' in products aspect. The result found that male concerned more about customer satisfaction than female.

H3.2 nationality and customer satisfaction

The result found that there were the difference between Thais and foreigner in 'Safety of the hotel' , 'Problem solving skills of staff' , 'Prompt service to customers' , 'Service mind of staff' , 'Individualized attention from staff' , 'Ease of Check-out' , 'Receiving a fond farewell when you checked-out' , 'Communication skills of staff' in services category. While in products category was only 'Comfort (facilities in room/public areas)'that had the difference. The research found that foreigner customers concerned more about customer satisfaction in both services and products aspects than Thais customers.

H3.3 age and customer satisfaction

The result found that the customers whose age were 25 or below 25 concerned more about customer satisfaction in services aspects than the customers whose ages were 26-34.

H3.4 income and customer satisfaction

The result found that the customers whose incomes were more than 5,000 USD paid more attention on 'Problem solving skills of staff', 'Individualized attention from staff', 'Ease of check-out process' and 'The comfort of facilities'. While

customers whose incomes were below 1,000USD mostly concerned less about customer satisfaction in both services and products aspects than other groups.

H3.6 frequency of staying and customer satisfaction

The result found that customers who had the frequency of staying at the hotels 'Once' mostly concerned less about customer satisfaction in both services and products aspects than other groups.

H3.7 reason for staying and customer satisfaction

The customers who had the reason for staying at the hotels were 'Fond of the concept' concerned about 'Prompt service', 'Individualized attention from staff', 'Well-equipped facilities', 'Well-designed facilities', 'Satisfied decision to stay at the hotel', 'The cleanliness of the hotel', 'The architecture of the hotel' and 'The interior design of the hotel' which consisted in both services and products aspects mostly concerned more about customer satisfaction than other groups.

Therefore from all above result, H3 Demographic towards Customer Satisfaction could be answered that gender, age, income, frequency and reason for staying are the variable demographic factors which influence on customer satisfaction. Purpose for staying at the hotels was not effect on customer satisfaction.

H4 Demographic factors towards customer loyalty

H4.2 nationality and customer loyalty

The result found that foreigner customers concerned more about customer loyalty than Thais customers. Only in item 'I rarely switch from hotel just to try something different' that Thais customers concerned more than foreigner customers.

H4.3 age and customer loyalty

The result found that the customers whose ages were 25 or below 25 concerned more about customer loyalty than customer whose ages were 26-34.

H4.4 income and customer loyalty

The result found that the customers whose incomes were more than 5,000 USD rarely switched from hotel just to try something different and tended to introduce this hotel to their friend. The result found that the customers whose incomes were between 2,001-3,000 USD tended to return to the hotel next time. While customers whose incomes were below 1,000USD mostly concerned less about customer loyalty than other groups.

H4.5 purpose for staying and customer loyalty

The customers who had the purpose for staying at the hotel was 'Business' tended to select this hotel than other boutique hotels which they never stay. Therefore the research mostly found that they concerned more about customer loyalty than other groups.

H4.6 frequency of staying and customer loyalty

The customers who had the frequency of staying at the hotels '5 times' in the last 2 years' rarely switched from hotel just to try something different. The customers who had the frequency of staying at the hotels '4 times' in the last 2 years tended to introduce this hotel to their friends and tended to select this hotel to stay next time. While customers who had the frequency of staying at the hotels 'once' in the last 2 years mostly concerned less about customer loyalty than other groups.

H4.7 reason for staying and customer loyalty

The customers who had the reason for staying at the hotels were 'Familiarity' had the significant difference relationship between 'Convenience' and 'Fond of the concept' groups. The research found that the customers who had the reason for staying at the hotels were 'Familiarity' concerned more about customer loyalty than 'Convenience' groups and concerned less about customer loyalty than the customers who had the reason for staying at the hotels were 'Fond of the concept' groups.

Therefore from all above result, H4 Demographic towards Customer Loyalty could be answered that age, nationality, income, purpose for staying,

frequency and reason for staying were the variable demographic factors which influence on customer loyalty. Gender was not effect on customer loyalty.

H5 Customer perceived value and customer satisfaction

H5 customer perceived value and customer satisfaction had the significant difference at.000 which below .050. Therefore it could be described that customer perceived value had the strong relationship to customer satisfaction.

H6 Customer perceived value and customer loyalty

H6 customer perceived value and customer loyalty have the significant difference at.000 which below .050. Therefore it could be described that customer perceived value had the moderate relationship to customer loyalty.

H7 Hotel image and customer satisfaction

H7 hotel image and customer satisfaction had the significant difference at.000 which below .050. Therefore it could be described that hotel image had the strong relationship to customer satisfaction.

H8 Hotel image and customer loyalty

H8 hotel image and customer loyalty had the significant difference at.000 which below .050. Therefore it could be described that hotel image had the weak relationship to customer loyalty.

H9 Customer satisfaction and customer loyalty

H9 customer satisfaction and customer loyalty had the significant difference at.000 which below .050. Therefore it could be described that customer satisfaction had the weak relationship to customer loyalty.

4.6 Test of Regression among variables

In order to answer the research questions and objectives, regression analysis is applied for testing the relationship between a dependent variable and one or more independent variables.

Hotel Image was considered as a dependent variable. While customer perceived value, customer satisfaction and customer loyalty were independent variables. Regression indicates how dependent variable changes when any of the independent variables is varied. The results are as follow;

Table 4.32 Multiple regression analysis between important factors affect to customer satisfaction (N=400) (Research objective 1)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.866 ^a	.750	.749	.02295	1.586

a. Predictors: (Constant), MEANHOTEL IMAGE, MEAN CUSTOMER PERCEIVED VALUE

b. Dependent Variable: MEAN CUSTOMER SATISFACTIO

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	.628	2	.314	595.738	.000 ^a
Residual	.209	397	.001		
Total	.837	399			

a. Predictors: (Constant), MEAN HOTEL IMAGE, MEAN CUSTOMER PERCEIVED VALUE

b. Dependent Variable: MEAN CUSTOMER SATISFACTION

Coefficients^a

Model	Standardized Coefficients	t	Sig.	Collinearity Statistics
	Beta			VIF
1 (Constant)		6.758	.000	
MEAN CUSTOMER PERCEIVED VALUE	.397	10.394	.000	2.319
MEAN HOTEL IMAGE	.526	13.778	.000	2.319

a. Dependent Variable: MEAN CUSTOMER SATISFACTION

The result of table 4.11.1 demonstrated that the relationship model between customer perceived value, hotel image and customer satisfaction was acceptable at Sig.000^a. F=595.738. Customer perceived value and hotel image have the influence to causing customer satisfaction for 75%.

According to the standardized beta coefficient values of customer satisfaction, it was possible to indicate that hotel image is the most influential factor on customer satisfaction with a standardized beta coefficient value of .526, followed by .397 for customer perceived value has the influence to customer loyalty with 0.485.

Referring to the collinearity Statistics, VIF of all independent variables (customer perceived value and hotel image) were less than 10; therefore, it was proved that there was no multi collinearity among independent variables toward customer satisfaction as the dependent variable.

Table 4.33 Multiple regression analysis between important factors affect to customer loyalty (N=400) (Research objective 2).

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.551 ^a	.304	.298	.18966	1.294

a. Predictors: (Constant), MEAN CUSTOMER ERCEIVED VALUE, MEAN HOTEL IMAGE, MEAN CUSTOMER SATISFACTION

b. Dependent Variable: MEAN CUSTOMER LOYALTY

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.210	3	2.070	57.546	.000 ^a
	Residual	14.244	396	.036		
	Total	20.454	399			

a. Predictors: (Constant), MEAN CUSTOMER PERCEIVED VALUE, MEAN HOTEL IMAGE, MEAN CUSTOMER SATISFACTION

b. Dependent Variable: MEAN CUSTOMER LOYALTY

Coefficients^a

Model	Standardized Coefficients	t	Sig.	Collinearity Statistics
	Beta			VIF
1 (Constant)		3.219	.001	
MEAN HOTEL IMAGE	.163	2.098	.037	3.427
MEAN CUSTOMER SATISFACTION	.044	.530	.596	4.001
MEAN CUSTOMER PERCEIVED VALUE	.379	5.257	.000	2.950

a. Dependent Variable: MEAN CUSTOMER LOYALTY

The result of tables 4.11.2 demonstrated that the relationship model between important factors and customer loyalty was acceptable at Sig.000^a. F=57.546. Hotel image, customer satisfaction and customer perceived value have the influence to causing customer loyalty for 30.4%.

According to the standardized beta coefficient values of customer loyalty , it was possible to indicate that customer perceived value is the most influential factor on customer loyalty with a standardized beta coefficient value of .379, followed by .163 for hotel image and .044 for customer satisfaction.

Referring to the collinearity Statistics, VIF of all independent variables (hotel image, customer satisfaction and customer perceived value) were less than 10; therefore, it was proved that there was no multi collinearity among independent variables toward customer loyalty as the dependent variable.

Table 4.34 Simple regression analysis between customer perceived value influences to customer loyalty (N=400) (Research question 2).

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.537 ^a	.288	.286	.19127	1.325

a. Predictors: (Constant), MEAN CUSTOMER PEREIVED VALUE

b. Dependent Variable: MEAN CUSTOMER LOYALTY

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	5.894	1	5.894	161.096	.000 ^a
Residual	14.560	398	.037		
Total	20.454	399			

a. Predictors: (Constant), MEAN CUSTOMER PERCEIVED VALUE

b. Dependent Variable: MEAN CUSTOMER LOYALTY

Coefficients^a

Coefficients^a

Model	Standardized Coefficients	t	Sig.	Collinearity Statistics
	Beta			VIF
1 (Constant)				
MEAN CUSTOMER PERCEIVED VALUE	.537	5.401	.000	1.000

a. Dependent Variable: MEAN CUSTOMER LOYALTY

The result of tables 4.11.3 demonstrated that the relationship model between customer perceived value and customer loyalty was acceptable at Sig.000^a. F=161.096. Customer perceived value has the influence to causing customer loyalty for 28.8%.

According to the standardized beta coefficient values of customer perceived value, it was possible to indicate that customer perceived value has the influence to customer loyalty with .537.

Referring to the collinearity Statistics, VIF of the independent variable (customer perceived value) was less than 10; therefore, it was proved that there was no multi collinearity between independent variable toward customer loyalty as the dependent variable.

Table 4.35 Simple regression analysis between hotel image influences to customer loyalty (N=400) (Research question 3)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.485 ^a	.235	.233	.19823	1.318

a. Predictors: (Constant), MEAN HOTEL IMAGE

b. Dependent Variable: MEAN CUSTOMER LOYALTY

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	4.814	1	4.814	122.515	.000 ^a
Residual	15.640	398	.039		
Total	20.454	399			

a. Predictors: (Constant), MEAN HOTEL IMAGE

b. Dependent Variable: MEAN CUSTOMER LOYALTY

Coefficients^a

Model	Standardized Coefficients	t	Sig.	Collinearity Statistics
	Beta			VIF
1 (Constant)		5.029	.000	
MEAN HOTEL IMAGE	.485	11.069	.000	1.000

a. Dependent Variable: MEAN CUSTOMER LOYALTY

The result of tables 4.11.4 demonstrated that the relationship model between hotel image and customer loyalty was acceptable at Sig.000^a. F=122.515. Hotel image has the influence to causing customer loyalty for 23.5%.

According to the standardized beta coefficient values of hotel image, it was possible to indicate that hotel image has the influence to customer loyalty with .485.

Referring to the Collinearity Statistics, VIF of the independent variable (hotel image) was less than 10; therefore, it was proved that there was no multi collinearity between independent variable toward customer loyalty as the dependent variable.



CHAPTER V

DISCUSSION

The purpose of this study was to answer the objective of research; to identify what were the important factors which effect customer satisfaction in boutique hotels in Bangkok and eastern part of Thailand. Additionally, to identify the important factors which effect customer loyalty in returning to boutique hotels in Bangkok and eastern part of Thailand. Then, this study attempted to study the relationship between demographics and other variables; hotel image, customer perceived value, customer satisfaction and customer loyalty. It also studied the relationship between these variables as well; customer perceived value and customer satisfaction, customer perceived value and customer loyalty, hotel image and customer satisfaction, hotel image and customer loyalty, customer satisfaction and customer loyalty.

The results and finding of this study would be beneficial suggestions for the owner of boutique hotels to be more concerned about demographic factors which influence the perspective of each customer toward boutique hotels. Moreover, the research result would help the owner to understand the involved factors causing customer loyalty in this kind of business in more comprehensive ways due to the uniqueness of boutique hotels characteristics; the result could answer whether image of boutique hotels influences customer loyalty and in what aspects customer perceived value and hotel image affect customer loyalty.

Consequently, the result could provide better planning for the owner to generate effective perceived value of the product in customers' minds as it is the crucial key to create customer satisfaction which then leads to customer loyalty. Therefore, the research result could be a new knowledge source for the owner or others who are interested in running this type of business which provides a better understanding for their customers. The findings of the study through questionnaire survey are discussed in the following sections.

5.1 Summary of demographic factors

All of the respondents were divided by gender, with female customers representing higher proportion than males with 50.75%. In terms of age group, the age group of 26-34 was the largest group among the respondents with 32.75%. In terms of purpose, the group of respondents with leisure was the largest group of respondents with 65.25%. In the case of nationality, the largest group of respondents was Thais with 53%. For income level, the majority of the respondents had an income below 1,000-2,000 USD; 30.75%. In terms of visiting frequency, the customers who stayed 'twice' in the last 2 years represented the highest proportion at 39.50%. For the main reason for staying, the largest group of respondents indicated convenience with 49.25%. In terms of the frequency of staying at the hotels, the largest group of respondents was '1 time' per year with 42% and 2 times a year with 27.25%. For making complains while staying at the hotel, the largest group of respondents indicated 'No making complains' with 58.25%. The hotel responded satisfactorily to 98.80% of the respondents' complains, therefore they did not deal satisfactorily with 1.20% of the complaints.

5.2 The effect of demographic factors toward customer loyalty

In this study, there were six factors of demographics that influence customer loyalty. These factors were nationality, age, income, purpose for staying, frequency and reason for staying.

The result found that nationality was one of the factors which affect the attitude between Thais and foreigners. In addition 'age' affects the way a customer considers staying at this hotel or not. The result found that the customers whose ages were 25 or below rarely switched hotels just to try something different. This could imply that this age level had stronger loyalty than other age level groups. However, this research result differed from the study of Sharma et al., 2012; they found that age had an influence on customer loyalty in terms of repurchasing intention. The customers whose ages were 35-54 and more than 55 years old had more loyalty than the customers whose ages were 18-24 and 25-34 years old. This was similar to the research of Chi and et al. (2009) who found that older customers have more 'customer

loyalty' than younger customers because they tend to spend less time searching for information for purchasing (Slama and et al., 1985).

Income was also one of the identified factors effecting a customer's decision in selecting a boutique hotel to stay. The result from the test found that there were 2 income groups that effect selecting and returning to stay at the boutique hotels. These 2 levels were 'more than 5,000 USD' and 'between 2,001-3,000 USD'. The customers whose incomes were more than 5,000 USD rarely switched hotels just to try something different and tended to introduce this hotel to their friends. Therefore, it could be implied that this customer income level had the strongest customer loyalty compared to other customer income levels. It also found that the customers whose incomes were between 2,001-3,000 USD tended to return to the hotel next time.

While in 'purpose for staying' category found that the customers who had the purposes for staying at the hotel were business tended to select this hotel more than other boutique hotels where they had never previously stayed. It could be implied that a business customer had placed their priority on convenience, familiarity and individualized personal service from staff which could be found at boutique hotel.

Frequency factor also measured the strength of the customer loyalty of customer. The result found that the customers who had frequency of staying at the hotels 5 times in the last 2 years rarely switched from hotel just to try something different. It could be implied that the more frequently a customer visited the hotel, the more customer loyalty they had. This is the same as the result of customers who had frequency of staying at the hotels 4 times in the last 2 years; they tended to introduce this hotel to their friends and tended to select this hotel to stay in next time.

The result is similar to other research; customers who had stayed at boutique hotels at least once had more positive attitude toward boutique hotels (Chung & Kim, 2011).

The last one was reason for staying at the hotels. The result found that the customers who had the reasons for staying at the hotels because they were fond of the concept tended to stay at this hotel even if they knew there were other boutique hotels in the area. This was an interesting result which insisted that a boutique hotel has its own signature to attract customer to be loyal to it.

5.3 The effect of demographic factors toward hotel image

Victorino et.al (2012) studied 'Service innovation and customer choices in Hospitality' which focused on the impact service innovation has on customers' choice in hotels. The study stated that boutique hotels were considered as one of hotel types. In this context it stated that service innovation is about 'service concept', 'customized service', 'use of information technology', 'hotel attribute and experimental design'. All of these are about hotel image especially 'hotel attribute' because it is the way the hotels present their image through their services. Edvardsson & Olsson (1996) mentioned that service concept is the prototype for services including the needs of the customers and the design of the service.

In this study, there were six factors of demographics that influence hotel image. These factors were gender, nationality, income, purpose of staying, frequency and reason for staying.

The result found that the customer whose incomes were more than 5,000 USD paid more attention to the location of the hotels, staff's knowledge of the hotel's procedures, the reservation requests, staff's knowledgeable on hotel's equipment, the customers' needs and friendliness of staff. This is the same as the study of Holton (2004); customers with higher incomes pay more attention to information offered by staff. In other words, higher income customers expect more personalized service encounters than lower-income customers (Holton, 2004).

The largest portion of respondents regarding the purpose of staying at the boutique hotels was 'business' which was the same as the study of Victorino and et.al (2012). The research found that boutique hotels were the second most popular hotel type for business travelers who were fond of staying at midrange and upscale hotels.

Customers who had frequency of staying at the hotels 4 times in the last 2 years concerned with the location of the hotels, the room maintenance, lighting in the hotels and the cleanliness of the hotels. The customers who had frequency of staying at the hotels 3 times in the last 2 years are concerned more about the reputation of the hotels and staff's knowledge of the hotel's procedure. The customers who had frequency of staying at the hotels twice in the last 2 years are concerned more about the aroma in the hotels and the comfortableness of the lobby. The result was similar to the study of Terzioglu and Gokovali (2013) which stated that length of stay or frequency of visiting the destination place are considered as variable factors toward a

tourist' experience such as overall attraction and positive image of the destination place. Positive image and tourist's experience could increase the probability of staying longer.

The result found that age was not affect hotel image. However, Knapp (2005) studied that age is a variable for hotel image. People who were born between 1964-1976, Generation X, their ages were around 37-49. They were the group which considered travelling more than other generations and the big hotel chains attracted them successfully with the new hotel brand designed as a boutique hotel gaining the loyalty of Gen-x (McMahon, 2005).

5.4 The effect of demographic factors toward customer perceived value

In this study, there were six factors of demographics that influence customer perceived value. These factors are gender, nationality, income, purpose for staying, frequency and reason for staying.

The result found that the customers whose incomes were more than 5,000 USD paid more attention to whether the service was good for the expense, reasonableness of price, the perceived services, waiting time to receive the service and worthiness of price. The customers whose incomes were between 2,001-3,000 USD were concerned more about relaxation. Similar research found that a customer with higher income will give more consideration to information processing in order to make a decision. In other words, they expect more information in personalized service encounters than a lower-income customer by Holton, 2004. Moreover, high-income level customers are willing to pay expensive rates for better services (Whittle, 1984).

5.5 The effect of demographic factors toward customer satisfaction

In this study, there were six factors of demographics that influence customer satisfaction. These factors are gender, nationality, age, income, frequency and reason for staying.

The research result found the same point of view as the study of Williams & Buswell (2013) which found that different nationalities have the different

satisfaction levels toward the same service such as American people scored '5' out of '5' as very good services while European people scored '4' out of '5' because they thought the perfection does not exist.

In age level, the result found that customer whose ages were 25 or below concerned about satisfied decision to stay at the hotel. This was opposite from the research result of Williams & Buswell (2013) which stated that the older people are more concerned about service standards than younger people because they expect value for their money which paid for the services.

5.6 To identify important factors that affect customer satisfaction in boutique hotels (Research objective 1).

The research found that customer perceived value and hotel image were associated with customer satisfaction. Based on standardized beta coefficient value of .526, hotel image was considered the most influential factor. This is the same result as other researchers. Assael (1987) stated that image is associated with customer satisfaction. Satisfaction is the positive perception they received from favorable experience at the hotel. In addition, Kandampully & Suhartanto (2000) indicated regarding the linkage between image and customer satisfaction that with favorable image of the hotels, customers tend to have positive and greater level of customer satisfaction. Image was an important predictor of customer satisfaction (Bloemer & Ruyter, 1998).

5.7 To identify important factors that affect customer loyalty in returning to boutique hotels. (Research Objective 2)

The research found that customer perceived value, hotel image and customer satisfaction were associated with customer loyalty. However, based on standardized beta coefficient value of .379, customer perceived value was the most influential factor. The result was the same as Bauer et al., (2006). The research found that there were positive relationships among customer perceived value and service quality which caused customer loyalty.

5.8 Hotel image influences customer loyalty (Research question 1)

Referring to the result, it found that hotel image had a relationship to customer loyalty. This was the same as stated by Kandampully & Suhatantoo, 2000) that hotel image has a positive impact on a customer loyalty. Additionally, hotel image is the most important factor customer considered when deciding whether they will do a repurchase and recommend to others or not.

5.9 How customer perceived value influences customer loyalty (Research question 2)

It was found that customer perceived value on products and services of boutique hotels influences customer loyalty. Referring to the result, it was the same as the study of Bauer et.al. (2006) which found that perceived value is the perception about quality, social psychology, benefits and money. In addition, it indicated that perceived value was considered as a key to reach the success of buyer-seller relationships; therefore, it is the positive relationship between customer perceived value and service quality which causes customer loyalty.

5.10 How hotel image influences customer loyalty (Research question 3)

The result was similar to other researches which indicated that hotel image including set of values such as price, product quality, service quality and innovation effect loyalty (Frederics & Salter, 1995). Mittal & Kamakura (2001) indicated that hotel image is an important factor, including customer value packages consisting of price, product quality, service quality and innovation, which will lead to customer loyalty. Furthermore, image plays an important role in affecting customer loyalty behavior because it sets its position in the market in terms of competing with competitors (Eliwa, 1993).

CHAPTER VI

CONCLUSION AND RECOMMENDATION

In conclusion, this research studied demographics influencing customer loyalty which included the important factors that affect customer satisfaction in boutique hotels and important factors affecting customer loyalty in returning to boutique hotels. Furthermore, the result of this research identified the relationships between customer perceived value and customer loyalty, hotel image and customer loyalty and justifies whether hotel image influenced customer loyalty or not. Thus, this chapter begins with the conclusion of the studies, research implication and future research recommendation.

6.1 Conclusion

The result of this research showed that the majority of respondents were female; moreover, most of them were between 26-34 years old. The largest purpose group for staying was leisure. This was the largest group of respondents. The majority of respondents had incomes below 1,000 USD. Most of them visited the hotel twice. Main reason for staying was convenience. The length of stay at the hotels (per year) was once and each time they stayed for two days. Most of them made no complaints while they were staying at the hotels. For the small group of customers who did make complaints; the complaints dealt with satisfaction.

The descriptive mean results revealed the reasonable understanding of the hotel image because the largest group of respondents selected “the staff are friendly”. This was reasonable because the friendliness of staff is an important characteristic of service of a boutique hotel because of the individualized service. The comfortable bedroom and the location of the hotel were next in consideration, respectively. Both of these are in the holistic category which could reflect the preference of customer toward the products of the hotel.

In satisfaction factor, the result revealed that safety was selected by most of respondents which was the basic sense of all customers. Cleanliness and accuracy of reservation were the next most important, respectively. Interestingly, safety and accuracy of the reservation were considered to be in service category. Therefore, it could be proven that effective services from staff were important at a boutique hotel. In terms of customer perceived value, interestingly most respondents items selected were from emotional category. They were the happiness and the comfortable feeling, relaxation. Because most items came from emotional category, it could be determined that the importance of emotional service in boutique hotel separates them from other hotel types. The worthiness of price was selected from the functional value price category which was also an important factor. The last one was customer loyalty; most respondents placed their importance on selecting this hotel the next time and willingness to introduce this hotel to their friends. These two items normally come together as measurement of customer loyalty. Therefore, it is good to acknowledge that they were the most selected in this factor. The other one was the willingness to stay at this hotel even if the customer already knew there were other boutique hotels in the area. This also confirmed that the customers had loyalty toward the hotels.

According to research objective 1, the research aimed to identify important factors that affect customer's satisfaction in boutique hotels. The result of the research found that among two variable factors; hotel image and customer satisfaction, hotel image is the most influential factor causing customer satisfaction. The research result was interesting because hotel image was the crucial picture of each boutique hotels which was the marketing tool to attract customers, in both holistic and attribute aspects.

According to research objective 2, the research aimed to identify important factors which affect customer loyalty regarding returning to the boutique hotels. The result revealed that customer perceived value was the variable factor most effecting customer loyalty among other factors; hotel image and customer satisfaction. The research result was similar to other related literatures that customer perceived value was about customer perception toward the service of the hotel which included price and time the customer spent at the hotel. Therefore, it was about the way to improve the service quality in order to constantly retain the customer loyalty status.

These three research questions were completely answered. Interestingly, hotel image is still the factor influencing customer loyalty by correlation test. Referring to the research result, hotel image explained as causing customer loyalty for 23.5%. While customer perceived value explained as causing customer loyalty for 28.8%. Apparently, it was the same analysis of findings for research objective 2.

6.2 Limitations

This research result came from a quantitative method. Thus, the results may not have explained deep details of the answers. Secondly, this research only examined customer loyalty in boutique hotels located in city of Bangkok and some eastern parts of Thailand. The respondents in this research were customers of the hotels. They completed the questions based on their opinions regarding boutique hotels in which they were staying at that time. Therefore, the results cannot be summarized as a big picture of customer behavior regarding boutique hotels in Thailand because of the limitations of time and customer privacy.

6.3 Research implication

The emerging trend of boutique hotels in Thailand has occurred as an interesting phenomenon in recently years, The Tourism Authority of Thailand (TAT) has also been increasing the importance of promoting this phenomenon. The previous related project was 'Turn small building to boutique hotel project'. The project aimed to gather the new SME owners and owners of boutique hotels together in order to share their experiences and ideas. Thailand boutique hotels have won international awards for good design and service. Consequently, the number of projects and awards guaranteed the potential growth of this trend.

The research is useful for an owner who is running this type of business or a person interested in getting into the business. At the least they will see the factors which influence their customers' satisfaction and perception. Then they will be able to plan carefully in order to create an effective strategy to provide appropriate service to

the customers. This research can be the well - coping with customer behaviors handbook as the predictor of customer behavior.

In terms of government, this research could be beneficial for knowing the opinions of Thais and foreigners regarding staying at boutique hotels and what should be planned for regarding the massive growth in tourism due to upcoming AEC (ASEAN Economic Community). There are directly related government organizations such as Thai Hotel Association (THA) which fosters the spirit of unity among members in the hotel industry, supporting tourism with the cooperation of tourism organizations both in Thailand and overseas, sharing knowledge and information among members. Thai Hotel Association (THA) could provide the appropriate support for SME persons and the owners of boutique hotels.

6.4 Future research

Because this research received the information only from survey as a quantitative method, it would be better to conduct future research as a qualitative method in order to gain a better understanding of the relative influences of each dimension factor. Furthermore, the result of this study showed an interesting issue of boutique hotels. The most selected items were the friendliness of staff and comfortable feeling which came from hotel image and customer perceived value factors. Moreover, the answers to research questions also found that both hotel image and customer perceived value were the influencing factors to customer loyalty. Consequently, future research is needed to focus on the deep details such as interviews with the owners of boutique hotels to study their opinions of the strongest selling points of boutique hotels. The other interesting optional choice is to conduct a quantitative survey at boutique hotels in the four main regions of Thailand (central, north, northeast and south) because such a survey would meet with a massive number of customers and would provide a picture of the behavior of customers staying at boutique hotels throughout Thailand.

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APPENDICES

APPENDIX A

Participant Information Sheet

In this document, there may be some statements that you do not understand. Please ask the principal investigator or his/her representative to give you explanations until they are well understood. To help your decision making in participating in the research, you may bring this document home to read and consult your relatives, intimates, personal doctor or other doctors.

Title of Research Project: The Investigation of Key Factors Influencing Customer Loyalty in Boutique Hotels

Name of Researcher: Miss Chomphunuth Rintharamee

Research Site-Office and its telephone number available for contact both in and out of the office hours:

Tel.081 734 0418

Source of Funds: None

This research project aims to identify what important factors effect to customer's loyalty in selecting a boutique hotel and to study the relationship among the image of boutique hotel, customers' satisfaction and customer perceived value. You are invited to participate in this research project because you are our main target group, a customer who stays at the independent boutique hotel.

There will be 400 participants and the research will last for 3 months (June-August 2013).

If you decide to participate in the research project, you will go through the following procedure.

The Questionnaire

The questionnaire papers, consist of structure questions; multiple choices and scale and Question Wording. The questionnaire consists of 2 sections. The paper questionnaires will be distributes to Thais and foreigners.

-Section 1

The Multiple-Choice Questions about personal details, a choice of answers will be provided to a customer to select one or more of the alternatives given.

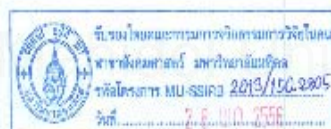
-Section 2

-Scales will be used with the 7 measure criteria ; Strongly dissatisfied (1),Dissatisfied(2), Somewhat dissatisfied(3), Neither dissatisfied nor satisfied(4), Somewhat satisfied(5), Satisfied (6), Strongly satisfied(7). / Strongly disagree (1),Disagree (2), Somewhat disagree (3), Neither disagree nor agree(4), Somewhat agree(5), Agree(6), Strongly agree(7).

- Open ended questions (optional) will be used. These will be an optional criteria to measure further attitude of customers toward the hotels.

Data collection and Samples

Participant Information Sheet version: 28 May 2013



However this research survey has the limitation due to it is possible to quest on the entire population of boutique hotel consumers around Bangkok. Therefore 400 sampling populations will be tested at 10 ten most popular boutique hotels in Bangkok. They all are located in the heart of Bangkok as the business area, along the Silom, Chidlom and Ploechit roads. They are Hotel Muse Bangkok, Hansar Bangkok Hotel (the winner in the city boutique hotel of the **Boutique Hotel Award (Recognising Unique Excellence) by United Kingdom**), Davine Suites, Siam at Siam Design Hotel & Spa, The Jit Bangkok Hotel, Praya Palazzo, Tenface Bangkok, Vismaya Suvannabumi, The Heritage Buan Silom, Shanghai Mansion in China Town.

The process of distribute questionnaires is 400 questionnaires will be sent to the front office managers of those 10 hotels (40 questionnaires each). The completely data received will be analyzed by using the statistical software package SPSS for windows testing for quantitative method as its research nature.

If you have any questions about this research please feel free to contact Miss Chomphunuth Rintharamee Telephone: 081 734 0418

The participant is not responsible for any expenses for participating in this research.

If relevant information arises about the benefits and risks of the research project, the researcher will inform the participant immediately and without concealment.

The participant's private information will be kept confidential; it will not be subject to disclosure but will be included in the research report as part of the overall results. Individual information may be examined by a researcher, the ethics committee, etc.

The participant has the right to withdraw from the project at anytime without prior notice. The refusal to participate or the withdrawal from the research project will not at all affect the proper service or treatment that he/she will receive.

On the condition that I am not treated as indicated in the information sheet distributed to the subjects, I can contact the Chair of The Committee for Research Ethics (Social Sciences) at the office of MU-SSIRB, Office of Faculty of Social Sciences and Humanities, Mahidol University, Tel 66 2 441 9180, Fax 66 2 441 9181

I thoroughly read the details in this document.

Signature..... Participant
 (.....)
 Date.....



เอกสารชี้แจงผู้เข้าร่วมการวิจัย (สำหรับการตอบแบบสอบถาม)
(Participant Information Sheet)

คำชี้แจง

ในเอกสารนี้มีข้อความที่ที่แน่ชัดซึ่งไม่เข้าใจ โปรดสอบถามที่หน้าโครงการวิจัย หรือผู้คนที่ช่วยอธิบายจนกว่าจะเข้าใจดี ท่านจะได้รับเอกสารนี้ 1 ฉบับ นำกลับไปอ่านที่นั่นเพื่อปรึกษาเรื่องกฏเกณฑ์ที่รับรอง เพื่อสิทธิของท่าน หรือผู้อื่นที่ท่านต้องกรประวัติฯ เพื่อช่วยในการตัดสินใจเข้าร่วมการวิจัย

ชื่อโครงการ	การศึกษาปัจจัยที่มีผลต่อความจงรักภักดีของผู้ที่ ต่อกการเข้าพักที่ โรงแรมบูติค
ชื่อผู้วิจัย	น.ส.วรมนุช วิชาทรณี
สถานที่ทำงาน	115 ซ.3 หมู่บ้านอยู่เจริญ สาทรพลาซ่า 101 เขตวังทองหลาง แขวงวังทองหลาง กทม.10310
หมายเลขโทรศัพท์	08 1734 0418
สถานที่วิจัย	กรุงเทพมหานคร
ผู้ให้ทุน	ไม่มี

ข้อมูลโครงการวิจัยโดยย่อ

ในด้านวิชาการ การศึกษาวิจัยนี้จะทำให้ทราบถึงปัจจัยสำคัญที่มีผลต่อการตัดสินใจ ในการเลือกเข้าพักที่โรงแรมบูติค ในกรุงเทพมหานคร และทราบถึงปัจจัยสำคัญที่มีผลต่อความจงรักภักดีของผู้ที่เข้าพักที่โรงแรมบูติค ในกรุงเทพมหานคร ในด้านการกลับมาใช้บริการ ซึ่งจะรวมไปถึงสามารถทราบถึงความสัมพันธ์ระหว่างตัวแปร ข้อมูลส่วนบุคคล สภาพลักษณะของโรงแรม ความพึงพอใจ และการรับรู้คุณค่าของสินค้า ซึ่งนำไปสู่ความจงรักภักดีของผู้ที่เข้าพักที่โรงแรมบูติค ในกรุงเทพมหานคร

ในด้านภาคธุรกิจ การศึกษาวิจัยนี้จะทำให้ผู้ประกอบการ โรงแรมบูติค ในกรุงเทพมหานคร สามารถเข้าใจถึงความต้องการของลูกค้าที่กลุ่มเป้าหมาย ที่มาเข้าพักที่โรงแรมบูติค โดยผู้ประกอบการจะตระหนักถึงการมุ่งมอบบริการ และประสบการณ์ที่ดีประทับใจให้แก่ลูกค้า ตลอดจนการเข้าพักที่โรงแรมบูติค เพื่อการเป็นลูกค้าที่จงรักภักดีของ โรงแรมในอนาคต

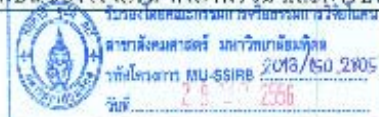
ท่านได้รับเชิญให้เข้าร่วมการวิจัยนี้เพราะ	ท่านเป็นลูกค้าทั้งชาวไทย และชาวต่างชาติที่เคยเดินทางมาที่ประเทศไทยมากกว่าหนึ่งครั้ง ซึ่งเข้าพักที่โรงแรมบูติค ในกรุงเทพมหานคร ที่ตั้งตั้งอยู่ใน 10 ชั้นตึก ที่ตั้งอยู่ในสยาม ซิตคอม และเพลนิจิต
จำนวนผู้เข้าร่วมการวิจัยทั้งสิ้น	400 คน
ระยะเวลาที่จะทำวิจัยทั้งสิ้น	3 เดือน (มิถุนายน-สิงหาคม 2556)

หากท่านตัดสินใจเข้าร่วมการวิจัยแล้ว จะมีขั้นตอนการวิจัยดังต่อไปนี้

ผู้วิจัยจะขอให้ท่านตอบแบบสอบถามในประเด็นเกี่ยวกับ "การศึกษาปัจจัยที่มีผลต่อความจงรักภักดีของลูกค้า ต่อการเข้าพักที่โรงแรมบูติค ในกรุงเทพมหานคร" โดยใช้เวลาในการตอบแบบสอบถามประมาณ 30 นาที ซึ่งคำถามมีทั้งหมด 69 ข้อ แบ่งคำถามออกเป็น 5 ส่วน ดังนี้

ส่วนที่ 1 ข้อมูลส่วนบุคคลของผู้ร่วมวิจัย จำนวน 6 ข้อ

ส่วนที่ 2 คำถามวัดความเห็นของลูกค้า ต่อ ภาพลักษณ์ของโรงแรม ที่ภาพรวม และค่าบริการ



จำนวน 23 ข้อ
ส่วนที่ 3 คำถามวัดความพึงพอใจของลูกค้า ด้านการบริการ และสินค้า ของโรงแรม จำนวน 18 ข้อ
ส่วนที่ 4 คำถามวัดคุณค่าของสินค้า และบริการ ที่ลูกค้ามีต่อโรงแรม จำนวน 13 ข้อ
ส่วนที่ 5 คำถามวัดความจงรักภักดีของลูกค้า ต่อโรงแรม ทางทัศนคติ และ ทางปฏิบัติ จำนวน 9 ข้อ

ข้อมูลที่เกี่ยวข้องกับการเปิดใจถึงวิธีผู้เข้าร่วมการวิจัย

ข้อมูลที่ได้จากตารางตอบแบบสอบถาม ผู้วิจัยจะใช้รหัสแทนชื่อและข้อมูลส่วนตัวของท่านในการบันทึกข้อมูล และจะดำเนินการทำลายข้อมูลของชนข้อมูลอื่นๆ ที่เกี่ยวข้องกับท่านภายหลังเสร็จสิ้นการวิจัย

ความเสี่ยงที่อาจเกิดขึ้นเมื่อเข้าร่วมการวิจัย ท่านอาจรู้สึกอึดอัด หรืออาจรู้สึกไม่สบายใจอยู่บ้างกับบางคำถาม ท่านมีสิทธิ์ที่จะ ไม่ตอบคำถามเหล่านั้น ได้ รวมถึงท่านมีสิทธิ์ถอนตัวออกจากโครงการนี้เมื่อใดก็ได้ โดยไม่ต้องแจ้งให้ทราบล่วงหน้า และการ ไม่เข้าร่วมวิจัยหรือถอนตัวออกจากโครงการวิจัยนี้ จะ ไม่มีผลกระทบใดๆ ต่อท่านแต่อย่างใด

ข้อมูลส่วนตัวของท่านจะถูกเก็บรักษาไว้ ไม่เปิดเผยต่อสาธารณะที่เวทียุทศาสตร์ และ ไม่มีกานแสดงชื่อหรือที่ปรึกษาของท่านแต่อย่างใด แต่จะรายงานผลการวิจัยเป็นแค่ผลรวม ผู้ที่มีสิทธิ์เข้าถึงข้อมูลของท่านจะมีเฉพาะผู้ที่เกี่ยวข้องกับการวิจัยนี้ คือ นักวิจัย หรืออาจมีคณะกรรมการกลุ่มเข้ามาตรวจสอบ ได้รับความถูกต้อง เช่น ผู้ให้ทุนวิจัย สถาบัน หรือองค์กรของรัฐที่มีหน้าที่ตรวจสอบคณะกรรมการจริยธรรมฯ เป็นต้น

การวิจัยครั้งนี้ท่านจะ ไม่ได้รับค่าตอบแทนและไม่เสียค่าใช้จ่ายใดๆ ทั้งสิ้น

หากมีข้อมูลเพิ่มเติมทั้งด้านประโยชน์และโทษที่เกี่ยวข้องกับการวิจัยนี้ ผู้วิจัยจะแจ้งให้ทราบโดยรวดเร็วไม่ปิดบัง

หากท่านมีข้อข้องใจที่จะสอบถามหรือข้องเกี่ยวกับกรวิจัย ท่านสามารถติดต่อไปยังผู้วิจัย น.ศ.ชมพูนุช จินทรานี หมายเลขโทรศัพท์ 081-7340418 ได้ตลอดเวลา

โครงการ วิจัยนี้ได้รับการพิจารณาไว้รับรองจากคณะกรรมการจริยธรรมการวิจัยในคน สาขาสังคมศาสตร์ซึ่งมีสำนักงานอยู่ที่คณะสังคมศาสตร์และมนุษยศาสตร์ มหาวิทยาลัยมหิดล ถนนพุทธมณฑลสาย 4 ตำบลศาลายา อำเภอพุทธมณฑล จังหวัดนครปฐม 73170 หมายเลขโทรศัพท์ 0 2441 9180 โทรสาร 0 2441 9181 หากท่านได้รับการปฏิบัติไม่ตรงตามที่ระบุไว้ ท่านสามารถติดต่อกับประธานคณะกรรมการจริยธรรมฯ หรือผู้แทน ได้ตามสถานที่และหมายเลขโทรศัพท์ข้างต้น

ข้าพเจ้าได้อ่านรายละเอียดในเอกสารนี้ของผู้เข้าร่วมการวิจัยนี้ ครบถ้วนแล้ว

ลงชื่อ..... ผู้เข้าร่วมวิจัย

(.....)

วันที่.....



APPENDIX B

Form of Informed and Voluntary Consent to Participate in Research

Date.....

My name is....., aged..... years old, now living at the address to.....road/street.....sub-district/tambon..... District/amphur.....province.....Postal code.....Tel.No.....

I hereby express my consent to participate as a subject in the research project entitled: **“The Investigation of Key Factors Influencing Customer Loyalty in Boutique Hotels”**

In so doing, I am informed of the research project’s origin and purposes; its procedural details to carry out or to be carried out; its expected benefits and risks that may occur to the subjects, including methods to prevent and handle harmful consequences; and remuneration, and expense. I thoroughly read the detailed statements in the information sheet given to the research subjects. I was also given explanations and my questions were answered by the head of the research project.

I therefore consent to participate as a subject in this research project.

On the condition that I have any questions about the research procedures, or on the condition that I suffer from an undesirable side effect from this research, I can contact Miss Chomphunuth Rintharamee on phone number 081-734 0418

On the condition that I am not treated as indicated in the information sheet distributed to the subjects, I can contact the Chair of Mahidol University Institutional Review Board (Social Science) at the office of MU-SSIRB, Office of Faculty of Social Sciences and Humanities, Mahidol University, Tel 56-2-441 9180, Fax 66-2-441 9181

I am aware of my right to further information concerning benefits and risks from the participation in the research project and my right to withdraw or refrain from the participation anytime without any problem. I consent to the researchers’ use of my private information obtained in this research, but do not consent to an individual disclosure of private information. The information must be presented as part of the research results as a whole.

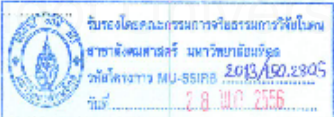
I thoroughly understand the statements in the information sheet for the research subjects and in this consent form. I thereby give my signature.

Signature..... Participants/ Proxy/
(.....) Date.....

Signature..... Person in Charge of Informing and Requesting a Consent/ Head of
(.....) Research Project/ Date.....

In case that the participant is not literate, the reader of all the statements for the participant is
(Mr./Mrs./Ms.....), who gives his/her signature as a witness.

Signature..... Witness/ Date.....
(.....)



Informed Consent Form version 1 May 2013

หนังสือแสดงเจตนายินยอมเข้าร่วมการวิจัยโดยได้รับการบอกกล่าวและเต็มใจ

ข้อมูลผู้เข้าร่วมการวิจัย			
		วันที่.....เดือน..... พ.ศ.....	
ข้าพเจ้าชื่อ		อายุ	ปี
อยู่บ้านเลขที่		ถนน	
ตำบล/แขวง		อำเภอ/จังหวัด	
จังหวัด		รหัสไปรษณีย์	
หมายเลขโทรศัพท์			

ขอแสดงความยินยอมเข้าร่วม โครงการวิจัยเรื่อง การศึกษาที่มีผลต่อความจงรักภักดีของลูกจ้างต่อการเข้าฝึกที่โรงแรมบูติค

โดยข้าพเจ้าได้ทราบ และ ตระหนักดีเกี่ยวกับที่มาและจุดมุ่งหมาย ในการทำวิจัยรายละเอียดขั้นตอนต่างๆ ที่จะต้องปฏิบัติหรือได้รับการปฏิบัติ ประโยชน์ที่คาดหวังจะได้รับขงการวิจัยและความเสี่ยงที่อาจเกิดขึ้นจากการเข้าร่วมการวิจัยรวมทั้งแนวทางป้องกันและแก้ไขหากเกิดอันตราย โดยข้าพเจ้ามีความเต็มใจที่จะลงชื่อในเอกสารยินยอมผู้เข้าร่วมการวิจัยโดยสมัคร โดยที่ข้าพเจ้าได้รับคำอธิบายและตอบข้อสงสัยจากหัวหน้าโครงการวิจัยเป็นที่เรียบร้อยแล้ว

ข้าพเจ้าจึงยินยอมที่จะเข้าร่วมโครงการวิจัยนี้

ข้าพเจ้าได้ทราบถึงสิทธิ์ที่ข้าพเจ้าจะได้รับข้อมูลเพิ่มเติมทั้งทางด้านประโยชน์และโทษจากการเข้าร่วมการวิจัย และสามารถถอนตัวหรือจะเข้าร่วมการวิจัยได้ตลอดเวลา โดยจะไม่เกิดภาระใดๆ ต่อข้าพเจ้าที่จะได้รับในอนาคตและยินยอมให้ผู้วิจัยใช้ข้อมูลส่วนตัวของข้าพเจ้าที่ได้รับจากการวิจัย และจะไม่เผยแพร่ต่อสาธารณะเป็นบุคคล โดยจะนำเสนอเป็นข้อมูลโดยรวมจากการวิจัยเท่านั้น

หากข้าพเจ้ามีข้อสงสัยที่จะสอบถามเกี่ยวกับกรวิจัย ข้าพเจ้าสามารถติดต่อไปยังผู้วิจัย ณ.สาขาวิทยุ โทรทัศน์ หมายเลขโทรศัพท์ 081-7340418 ได้ตลอดเวลา


โครงการวิจัยนี้ได้รับการพิจารณาไว้ล่วงหน้าจากคณะกรรมการจริยธรรมการวิจัยในคน สาขาสังคมศาสตร์ ซึ่งมีสำนักงานอยู่ที่คณะสังคมศาสตร์และมนุษยศาสตร์ มหาวิทยาลัยมหิดล ถนนสุขุมวิท ซอย 4 ตำบลสาขลา อำเภอบางคนที จังหวัดสมุทรสงคราม 73170 หมายเลขโทรศัพท์ 0 2441 9180 โทรสาร 0 2441 9181 หากข้าพเจ้าได้รับการปฏิบัติไม่ตรงตามที่ระบุไว้ ข้าพเจ้าสามารถติดต่อกับประธานคณะกรรมการจริยธรรมฯ หรือผู้ทรง รับผิดชอบ เหนือจะหมายเลขโทรศัพท์ข้างต้น

ข้าพเจ้าเข้าใจข้อความในเอกสารนี้ของผู้เข้าร่วมการวิจัย และ หนังสือแสดงเจตนาที่แนบมาโดยตลอดแล้ว จึงลงลายมือชื่อไว้

ลงชื่อ..... ผู้เข้าร่วมวิจัย (.....) วันที่.....	ลงชื่อ..... ผู้ให้ข้อมูลและควบคุมกิจกรรม (นางสาวชมพูนุท วันธรรม) วันที่.....
--	--



APPENDIX C



Documentary Proof of The Committee for Research Ethics (Social Sciences)

This document is a record of review and approval/acceptance of a study protocol

Protocol Title: **THE INVESTIGATION OF KEY FACTORS INFLUENCING CUSTOMER LOYALTY IN INDEPENDENT BOUTIQUE HOTELS IN BANGKOK**

Principal Investigator: **Miss Chomphunuth Rintharamee**


Protocol No.: **MU-SSIRB: 2013/157.0105 (B2)**

Type of approval/acceptance: Protocol Amendment:

- A. Protocol Title change to 'THE INVESTIGATION OF KEY FACTORS INFLUENCING CUSTOMER LOYALTY IN BOUTIQUE HOTELS'
- B. MU-SSIRB Submission form version received date 28 May 2013
- C. Participant Information sheet version date 28 May 2013
- D. Informed Consent form version date 28 May 2013
- E. Questionnaire Guideline version received date 28 May 2013

Date of Approval: **16 August 2013**

The Committee for Research Ethics (Social Sciences) is in full compliance with International Guidelines for Human Research Protection such as Declaration of Helsinki, The Belmont Report, CIOMS Guidelines and the International Conference on Harmonization in Good Clinical Practice (ICH-GCP)


(Emeritus Professor Santhot Somjai)

Office of The Committee for Research Ethics (Social Sciences), Faculty of Social Sciences and Humanities, Mahidol University
Phruattaradit 4 Rd., Salaya, Phuttamonthon District, Nakhon Pathom 73170. Tel: (662) 441 9150 Fax: (662) 441 9181

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Level of Agreement 1=Strongly disagree, 2=Disagree, 3=Somewhat disagree, 4=Neither disagree nor agree, 5=Somewhat agree, 6=Agree, 7=Strongly agree

ระดับความคิดเห็น 1=ไม่เห็นด้วยอย่างยิ่ง, 2=ไม่เห็นด้วย, 3=ค่อนข้างไม่เห็นด้วย, 4=ไม่เห็นด้วยทั้งสองอย่าง, 5=ค่อนข้างเห็นด้วย, 6=เห็นด้วย, 7=เห็นด้วยอย่างยิ่ง

Section 2 : ตอนที่ 2							
Hotel Image (ภาพลักษณ์โรงแรม) (Please evaluate the level of satisfaction to each items below.) (กรุณาพิจารณาลำดับความพึงพอใจตามข้อคำถามด้านล่าง)	1	2	3	4	5	6	7
	Strongly disagree						Strongly agree
Holistic (ปัจจัยโดยรวม)							
1.The hotel is conveniently located. (โรงแรมตั้งอยู่ในสถานที่ที่เข้าถึงง่าย เดินทางสะดวก)							
2.Room maintenance is adequate. (การบำรุงรักษาภายในห้องพักของโรงแรมเพียงพอ)							
3.The lighting in the hotel is suitable. (แสงสว่างในโรงแรมมีความเหมาะสม)							
4.The aroma in the hotel is appropriate. (กลิ่นภายในโรงแรมมีความเหมาะสม)							
5.The lobby / reception area is comfortable. (พื้นที่บริเวณโถงรับแขก และเคาน์เตอร์ต้อนรับ มีความสะดวกสบาย)							
6.The hotel is clean in all public areas. (พื้นที่สาธารณะทุกส่วนของโรงแรมสะอาด)							
7.The bedrooms are comfortable. (ห้องนอนสะดวกสบาย)							
8.This hotel's facilities are up to date. (สิ่งอำนวยความสะดวกของโรงแรมมีความทันสมัย)							
9.The hotel is successful in providing overall services. (โรงแรมประสบความสำเร็จในการให้บริการในทุกด้าน)							
10.Most people have a positive opinion about this hotel. (คนส่วนใหญ่มีความคิดทางด้านบวกต่อโรงแรมนี้)							
11.The hotel is popular. (โรงแรมเป็นที่นิยม)							
Attribute (สินค้า และบริการ)							
1.The reservation system is easy to use. (e.g. telephone/internet/website). (ระบบการจองห้องพักโรงแรม ง่ายต่อการ ใช้ เช่น โทรศัพท์ อินเทอร์เน็ต และเว็บไซต์)							
2.Staff's knowledge of the hotel's procedure makes me feel comfortable. (พนักงานมีความรู้ความสามารถในกระบวนการให้บริการ ทำให้ ฉันรู้สึกสบาย)							
3.The staff are courteous. (พนักงานมีความอ่อนน้อม)							
4.The staff put an effort into any issues/requests which I have. (พนักงานมีความพยายาม และใส่ใจต่อการร้องขอของฉัน)							
5.The staff are easily accessible when needed. (พนักงานสามารถติดต่อได้ง่าย ยามเมื่อฉันต้องการความช่วยเหลือ)							
6. The front desk staff accurately verified the reservation requests. (พนักงานต้อนรับให้บริการด้านการจองห้องพักได้อย่างมีประสิทธิภาพ)							
7. The staff performed the service right at the first time. (พนักงานให้การบริการได้อย่างเหมาะสม ตั้งแต่เริ่มให้บริการ)							
8.The staff try very hard to rectify my requests.(พนักงานมีความพยายามอย่างมากในการตอบสนองคำร้องขอจากฉัน)							
9.The staff are knowledgeable about hotel equipment (e.g. computer system). (พนักงานมีความรู้เกี่ยวกับอุปกรณ์ของโรงแรม เช่น ระบบคอมพิวเตอร์)							
10.The staff understand my needs. (พนักงานเข้าใจความจำเป็นของฉัน)							
11.My requests are handled promptly. (การร้องขอของฉัน ถูกนำไปดำเนินการโดยทันที)							
12.The staff are friendly. (พนักงานมีความเป็นมิตร)							

Level of Agreement 1=Strongly dissatisfied, 2=Dissatisfied, 3=Somewhat dissatisfied, 4=Neither dissatisfied nor satisfied, 5=Somewhat satisfied, 6=Satisfied, 7=Strongly satisfied

ระดับความคิดเห็น 1=ไม่พึงพอใจอย่างยิ่ง, 2=ไม่พึงพอใจ, 3=ค่อนข้างไม่พึงพอใจ, 4=ไม่เห็นด้วยทั้งสองอย่าง, 5=ค่อนข้างพึงพอใจ 6=พึงพอใจ 7=พึงพอใจอย่างยิ่ง

Section 3 : ตอนที่ 3	
Satisfaction (ความพึงพอใจ) <i>(Please evaluate the level of satisfaction to each items below.)</i> (กรุณาพิจารณาลำดับความพึงพอใจตามข้อความด้านล่าง)	1 —————> 7 Strongly dissatisfied Strongly satisfied
Services (การบริการต่างๆ)	
1. Safety of the hotel. (ความปลอดภัยของโรงแรม)	
2. Problem solving skills of staff. (การมีไหวพริบในการแก้ไขปัญหาของพนักงาน)	
3. Prompt service to customers. (ความพร้อมในการให้บริการของพนักงาน ที่มอบแก่ลูกค้า)	
4. Service mind of staff. (การมีหัวใจในการให้บริการของพนักงาน)	
5. Individualized attention from staff. (การให้ความใส่ใจในลูกค้าแต่ละราย)	
6. Accuracy of reservation. (ความถูกต้องของการจองห้องพัก)	
7. Timeliness of Check-in. (ความรวดเร็วในการทำการลงทะเบียนแจ้งเข้าพักโรงแรม)	
8. Ease of Check-out. (การแจ้งออกจากที่พัก มีความสะดวกสบาย)	
9. Receiving a fond farewell when you checked out. (ได้รับการอำลา ที่น่าประทับใจเมื่อทำการแจ้งออกจากที่พัก)	
10. Completeness and Accuracy of bill. (ความครบถ้วน และถูกต้องของใบเสร็จรับเงิน)	
11. Communication skills of staff. (ทักษะการสื่อสารของพนักงาน)	
12. Facilities are well equipped. (สิ่งอำนวยความสะดวกจัดเตรียมไว้พร้อม ในการรองรับลูกค้า)	
13. Facilities are well designed. (สิ่งอำนวยความสะดวกออกแบบมาอย่างดี)	
14. Overall satisfaction, I am satisfied with my decision to stay at the hotel. (โดยรวมฉันมีความพึงพอใจกับการตัดสินใจมาพักที่โรงแรมนี้)	
Products (สินค้า และสิ่งอำนวยความสะดวกต่างๆ)	
1. Comfort (Facilities in room / public areas). (ความสะดวกสบายในห้อง และบริเวณสาธารณะ)	
2. Cleanliness of the hotel. (ความสะอาดของโรงแรม)	
3. Architecture. (การตกแต่งภายนอก)	
4. Interior decoration. (การตกแต่งภายใน)	

Level of Agreement 1=Strongly disagree, 2=Disagree, 3=Somewhat disagree, 4=Neither disagree nor agree,

5=Somewhat agree, 6=Agree, 7=Strongly agree

ระดับความคิดเห็น 1=ไม่เห็นด้วยอย่างยิ่ง, 2=ไม่เห็นด้วย, 3=ค่อนข้างไม่เห็นด้วย, 4=ไม่เห็นด้วยทั้งสองอย่าง, 5=ค่อนข้างเห็นด้วย, 6=เห็นด้วย,

7=เห็นด้วยอย่างยิ่ง

Section 4 : ตอนที่ 4										
Perceived Value (คุณค่าของสินค้า) (Please evaluate the level of satisfaction to each items below.) (กรุณาพิจารณาลำดับความพึงพอใจตามข้อคำถามด้านล่าง)	1 —————> 7 Strongly disagree Strongly agree									
Functional Value Price (คุณค่าด้านราคา)										
1.The service is good for expense it causes me. (การบริการ อยู่ในระดับดี คู่มากับการจ่าย)										
2.The total cost that causes me is reasonable. (ค่าใช้จ่ายทั้งหมดมีความเหมาะสมกับราคา)										
3.The results of the service perceived were as expected. (การให้บริการเป็นไปตามที่คาดหวัง)										
4.The waiting time until I am attended to is appropriate. (ระยะเวลาที่รอการส่งมอบบริการ มีความเหมาะสม)										
5.The price is worth to pay. (ราคา คู่มาที่จะจ่ายให้กับการบริการ)										
Social Value (คุณค่าทางสังคม)										
1.The hotel is very well considered by most people. (โรงแรมนี้ถูกพิจารณา ในการเลือกเข้าพัก โดยคนส่วนใหญ่)										
2.Many people I know like this hotel. (คนส่วนใหญ่ที่ฉันรู้จัก ชอบโรงแรมนี้)										
3.This hotel is well-known. (โรงแรมนี้ มีชื่อเสียง)										
4.The fact that I come here looks good to the people I know. (การที่ฉันเลือกเข้าพักที่โรงแรมนี้ ทำให้ฉันดูดี ในสายตาคนที่ฉันรู้จัก)										
Emotional Value (คุณค่าทางจิตใจ อารมณ์)										
1. I am happy with the service. (ฉันมีความสุขกับการบริการของโรงแรมนี้)										
2. I feel relaxed. (ฉันรู้สึกผ่อนคลาย)										
3. Staff give me positive feelings. (พนักงานทำให้ฉัน มีความรู้สึกในแง่บวก)										
4.In general I feel at ease. (โดยรวม ฉันรู้สึกสะดวกสบายในการเข้าพักที่โรงแรมนี้)										

Level of Agreement 1=Strongly disagree, 2=Disagree, 3=Somewhat disagree, 4=Neither disagree nor agree, 5=Somewhat agree, 6=agree, 7=Strongly agree

ระดับความคิดเห็น 1=ไม่เห็นด้วยอย่างยิ่ง, 2=ไม่เห็นด้วย, 3=ค่อนข้างไม่เห็นด้วย, 4=ไม่เห็นด้วยทั้งสองอย่าง, 5=ค่อนข้างเห็นด้วย, 6=เห็นด้วย, 7=เห็นด้วยอย่างยิ่ง

Section 5 : ตอนที่ 5							
Customer Loyalty (ความจงรักภักดี) (Please evaluate the level of satisfaction to each items below.) (กรุณาพิจารณาลำดับความพึงพอใจตามข้อคำถามด้านล่าง)	1	2	3	4	5	6	7
	Strongly disagree						Strongly agree
Attitudinal Loyalty (ความจงรักภักดีด้านทัศนคติ)							
1.I rarely switch from hotel just to try something different. (ฉันแทบจะไม่เปลี่ยนไปลองพักที่โรงแรมอื่น เพียงเพื่อจะลองสิ่งที่แตกต่างกัน)							
2.I would rather select this hotel than try other boutique hotels which I never stay. (ฉันชอบที่จะเลือกพักโรงแรมนี้ มากกว่าลองพักโรงแรม บูติค อื่นๆที่ฉันไม่เคยพัก)							
3.I will introduce this hotel to my friends. (ฉันจะแนะนำโรงแรมนี้ให้กับเพื่อนของฉัน)							
4. I am willing to select to stay at this hotel even if I know there are other boutique hotels around here. (ฉันเลือกพักที่โรงแรมนี้ ทั้งๆที่รู้ว่ามีโรงแรมบูติคอีกหลาย โรงแรมในบริเวณนี้)							
5.I would like to select this hotel to stay in next time. (ฉันจะเลือกพักที่โรงแรมนี้ในครั้งต่อไป)							

Behavioral Loyalty (ความจงรักภักดีด้านพฤติกรรม)

1. What is your main reason for selecting this hotel? (Please select only one answer)

(อะไรคือสาเหตุหลักที่ทำให้คุณเลือกโรงแรมนี้ (เลือกเพียงข้อเดียวเท่านั้น))

- Have no choice (ไม่มีทางเลือกอื่น) Collect the point (สะสมแต้ม)
- Convenience (ความสะดวกสบาย) Fond of the concept (ชอบความเป็นเอกลักษณ์ของโรงแรมนี้)
- Membership (เป็นสมาชิก) Friend recommends (เพื่อนแนะนำมา)
- Familiarity (ความคุ้นเคย)

2. How often do you stay at this hotel?..... (Year / Month).

(คุณมาพักโรงแรมนี้บ่อยแค่ไหน) (ปี/เดือน)

3. Average length of stay each time?.....days

(จำนวนวันที่คุณพักในแต่ละครั้ง) (วัน)

4. When you are staying at the hotel, do you make any complains? (Yes/No).

(ตอนคุณพักที่โรงแรมนี้ คุณได้วิจารณ์แจ้งข้อร้องเรียนหรือไม่) (ใช่/ไม่)

If yes, were your complains dealt with satisfaction? (Yes/No)

(ถ้าใช่ ข้อร้องเรียนของคุณได้รับการแก้ไขหรือไม่) (ใช่/ไม่)

BIOGRAPHY

NAME	Miss Chomphunuth Rintharamee
DATE OF BIRTH	21 March 1986
PLACE OF BIRTH	Bangkok, Thailand
INSTITUTIONS ATTEND	Kasetsart University (Sriracha Campus), 2004-2008 Bachelor of Management Sciences: Hotel Studies, First Class Honor Nawaminthrachinuthit Bodindecha School, 1998-2003(English-Mathematics) Mahidol University 2010-2013 Master of Management (Tourism and Hospitality Management)
HOME ADDRESS	115 soi. 3, Yujaroen village, Ladphrao 101, Klong Jhao Kung Sing district, Wangthonglang Bangkok 10310 Thailand Tel. 081 7340418 E-mail: crintharamee@hotmail.com
PRESENTATION	Burapha University International Conference “Global Change : Human and Social Impacts” July 4-5, 2013 Jomtien Palm Beach Hotel & Resort, Pattaya, Thailand