

**FACTORS IN HOTEL SELECTION AND SATISFACTION FOR  
DIFFERENT AGE GROUPS IN THAILAND**



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Thematic paper  
entitled  
**FACTORS IN HOTEL SELECTION AND SATISFACTION FOR  
DIFFERENT AGE GROUPS IN THAILAND**

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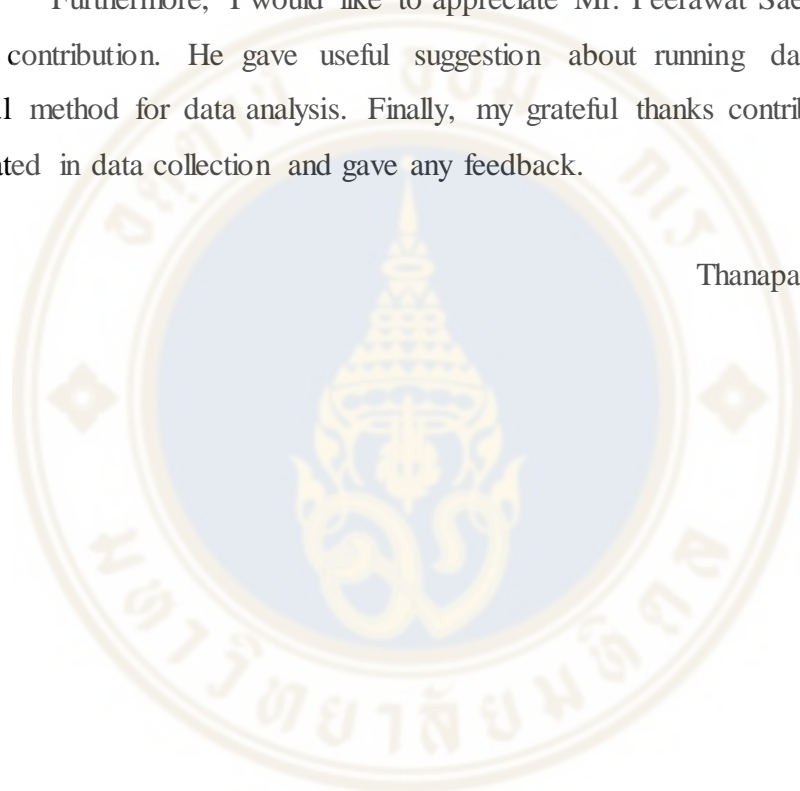
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## **FACTORS IN HOTEL SELECTION AND SATISFACTION FOR DIFFERENT AGE GROUPS IN THAILAND**

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### **ABSTRACT**

The purpose of this research is to investigate factors in hotel selection and satisfaction for travellers in 21 – 38 age group and in 39 – 50 age group in Thailand. This research also suggest solution to hoteliers in order to attract more travelers. All factors in this research were derived from attributes shown in online hotel booking and also based on previous researches. Questionnaire was used for data collection and conducted in travel exhibition, Thai Tiew Thai 34<sup>th</sup>, and in social network. Mean score and one sample t-test are statistical approach to data analysis. An important factors are considered only if its mean score is significantly greater than 4. After analysis, convenient hotel location, price and promotion are most important factors in hotel selection for both groups. Cleanliness, quality of bedding, and well-maintained room have significantly influence on satisfaction of travelers aged between 39 – 50 years old. Meanwhile, Millennial generation are substantially satisfied with cleanliness, value for money and reasonable price. The research finding are expected to help hoteliers to attract more travelers.

**KEY WORDS:** Hotel selection, Customer satisfaction, Online hotel booking, Tourism industry, and Generation

42 pages

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# CHAPTER I

## INTRODUCTION

### 1.1 Introduction

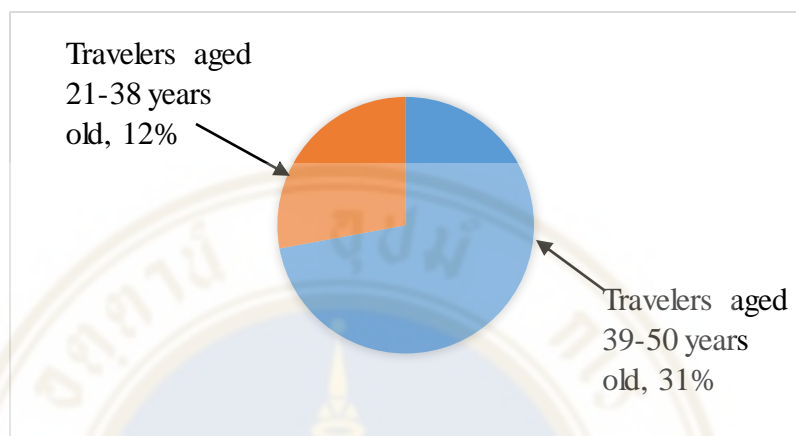
Over the past decades, different generations have been laid interest on academic and business world. There are two generations which have been widely discussed and studied. The first generation is commonly defined as individuals born during 1965-1976 whereas the second generation or Millennials were born during 1977-1994 (Grace, 2013). These two groups are currently aged between 21 and 50 years. They are considered to be majority of consumers in every industry. Thereby, understanding the needs, preferences, and behaviors of these generations is crucially key success factor. Many researchers have studied characteristics of both generations as well as explored the difference between these two age groups. Individuals who were born during 1965-1976 have been characterized as skeptical and cautious customers who are more receptive to traditional and uncomplicated marketing approach (Grace, 2013; Powers, 2013). Meanwhile, Millennials are generally perceived as well-educated, socially and environmentally conscious, sophisticated, and individualist shoppers. In addition, this generation is known for media and technological savvy. They frequently use technology for consuming information and social interaction with others (Ruth N. Bolton, 2013). The findings of many studies stated that there were significant differences between these age groups which may result in different needs, preferences, and consumer behaviors.

In tourism industry, the effect of generational shift has strongly forced the hoteliers to adapt strategies, reinvest in properties, and so on. While Baby Boomers are currently exiting the market, these two generations have overtaken the role of becoming more important within the market. Travelers who currently aged between 39 and 50 years old are recently entering their peak - income year, while younger travelers are expected to be the main market by 2020.

According to Figure 1.1 and 1.2, the number of middle-aged travelers in 2011 is accounted for 31 and 36 percent of overall leisure and business travelers in U.S.

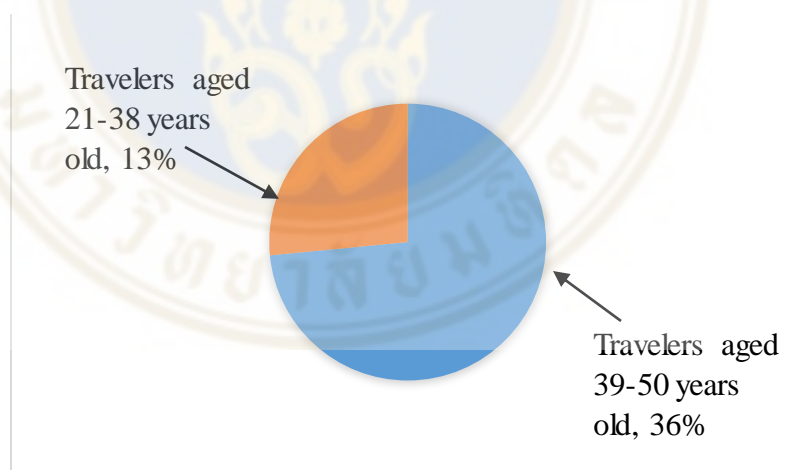


respectively. Meanwhile, younger travelers contribute to all leisure and business travelers in U.S. for 12 and 13 percent respectively. Likewise, the statistics of tourists in Thailand in 2011 shows that the number of young tourists, aged less than 34 years old, approximately accounts for 40% of total tourists in Thailand with growth of 68 percent.



**Figure 1.1 Percentage of U.S. leisure travelers in 2011**

Note: Adapted from the statistics of U.S. Travel Association in UStravel,  
Retrieved from <https://www.ustravel.org/news/press-kit/travel-facts-and-statistics>



**Figure 1.2 Percentage of U.S. business travelers in 2011**

Note: Adapted from the statistics of U.S. Travel Association in UStravel,  
Retrieved from <https://www.ustravel.org/news/press-kit/travel-facts-and-statistics>

In 2013, Li et al. studied travel behaviors and preferences of these two age groups. Respondents were asked about information sources, destinations, and activity preferences when travelling. Mature and young travelers rate information from online

and word-of-mouth as more important than advertisement. Safety and security, money worthiness, and accommodation are the third most important criteria for mature travelers when selecting destination. Meanwhile, young travelers perceive safety and security, money worthiness, and ease of getting around the destination as the third most important criteria. Additionally, the finding indicated that mature travelers prefer sightseeing, touring the countryside, and visiting historical places. On the other hand, young travelers are indifferent in many activities such as attending amusement park, joining local festivals, and visiting national park. Therefore, the aforementioned study show that mature and young travelers have different travel preferences but still there are some preferences in common (Li, Li, & Hudson, 2013). The studies of hotel selection have been investigated what important factors influence on traveler's selection. Hotel location, price, service quality, quietness, staff attitude, security and past experience were considered to be important when travelers select a hotel (Bowman, 2000; Qu, Ryan, & Chu, 2000; Wong E. S., 2005; Tsai, Yeung, & Yim, 2011). However, the previous findings are not practical in current situation. Nowadays the popularity of online hotel booking is significantly increasing, particularly in online travel agents' website. These websites show hotel's information such as location, price, promotion, room amenities, hotel facilities, and customer review. Hence, hotel selection is based on these hotel information shown in the website. When making an online reservation, travelers are unable to know whether the selected hotel has good service and staff attitude or not. Therefore, the first part of this study focused on important factors in hotel selection for different age groups in Thailand.

This study also explored important factors which substantially impact on guest satisfaction during hotel stay. Researchers found that quality of staff performance, money worthiness, service variety and efficiency, and safety and security contribute greatly to overall guest satisfaction (Gundersen, Heide, & Olsson, 1996). In addition, hotel ambience such as décor, facilities, layout, and entertainment were found to be influential factors in guest satisfaction (Wong, Ng, Valerian, & Battistotti, 2014). These survey findings however were conducted among business and leisure travelers. Hence, the second part of this study sought for factors dominating guest satisfaction for different age groups in Thailand.

## **1.2 Research objectives**

1.2.1 To investigate important factors in hotel selection for different age groups in Thailand.

1.2.2 To identify important factors in guest satisfaction for different age groups in Thailand.

1.2.3 To recommend solutions to hoteliers in order to attract more travelers.



## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Hotel selection consideration**

Over the past decades, many researchers have laid their interest in hotel selection. Most of published researches mentioned the important hotel attributes desired by business travelers. Meanwhile, few researches have been discussed about factors in hotel selection by leisure travelers. Yet, some common preferences were shown by leisure and business travelers such as convenient location, cleanliness, quality of service, friendly and polite staff, safety and security, and well-maintained guestrooms (Tsai, Yeung, & H.L., 2011).

In studying of factors in hotel selection, various researchers classified hotel attributes into two types: tangibility and intangibility. Tangible attributes are price (room rate), location, hotel facilities, guestrooms, advertising, and past experiences. Meanwhile, intangible attributes are security, service quality, hotel reputation, staff's attitude and behavior (Wong, 2005). In addition to the mentioned attributes, there are also some important factors such as travel agency recommendation, family and friend recommendation, hotel rating, and guest' reviews. Many researchers believe that all of these attributes are the most dominating factors for traveler's hotel selection.

Leisure travelers generally consider hotel location, quietness, service quality, staff's attitude, price, security, and past experiences to be important when travelling (Wong, 2005). "Convenient hotel location" is the most important attribute influencing travelers on selecting a hotel, followed by price and good service (Tsai, Yeung, & Yim, 2011). Eric and Simon (2005) also supported "Convenient hotel location" as the most influential factor in travelers' final hotel selection followed by good service, when price is regardless. The hotel location was pointed out that travelers place more importance on how convenient it is when commuting from the hotel to tourist attractions (Tsai, Yeung, & Yim, 2011). On the contrary, Clow, Garretson, and Kurtz (1994) found that leisure travelers would first consider "Price" and "Security" rather

than location. In the initial hotel selection, travelers almost concerned about “Hotel price worthiness” which is significantly different from location factor. “Safety and security” would be the second considered factor by leisure travelers for their initial visit (Bowman, 2000). Interestingly, these factors are more important for female travelers when selecting a hotel.

Good service quality is apparently perceived as the most influential factor for hotel selection. Good quality service such as efficient guest registration and check-out process, prompt housekeeping services, cleanliness of guestrooms, and staff friendliness would satisfy travelers and make them to be repeated visitors (Wong, 2005). Other researchers found that leisure travelers ranked attitude, behavior, politeness, and responsiveness of staff to be important factors, equally to service quality. Past experiences is also one of the important factors for leisure travelers (A. Parasuraman, 1985; Wong, 2005; Tsai, Yeung, & Yim, 2011) while repeated visitors are more affected by past experiences than first-time visitors. Previous experiences which contribute to hotel selection has an impact on male rather than female travelers (Wong, 2005).

Different traveler profiles may result in different hotel selection criteria. Gustin and Weaver (1993) found that age and gender substantially reflect to different decision-makings whereas other researchers indicated that travelers with different income and educational levels may consider different factors when selecting a hotel (Wong, 2005). Furthermore, frequent travelers and repeated visitors look for different factors in choosing a hotel comparing with occasional travelers and first-time visitors (McCleary Ken W, 1994; Wong, 2005).

According to the study of Greathouse, Gregoire, and Shanklin, women and men have different expectation for hotel selection. This significant difference is also supported by various researchers (Wendy, 1993; McCleary Ken W, 1994; Bowman, 2000; Wong, 2005). Female travelers consider convenient hotel location to be most important criteria, nevertheless the factor is less important to male travelers. Similarly, actual price is more influential on Western women travelers than men (Bowman, 2000). Females consider safety and security to be more important criteria than males because females are more likely to travel alone or with companion (McCleary Ken W, 1994). Correspondingly, service quality has more influence on female than male travelers. Furthermore, females perceive politeness, responsiveness of staff, and promptness of

service as more important criteria (Bowman, 2000). On the other hand, male travelers are more affected by past experiences: their selected hotels and various hotel facilities. While there are some differences between male and female travelers, there are also some common preferences in hotel selection such as cleanliness and non-smoking room.

The age-based difference was investigated whether or not the difference leads to different criteria for hotel selection. The finding of Ananth et al. (1992) stated that both mature and younger travelers shared some common preferences such as price and quality, security, convenient hotel location, and room amenities. This study also found significant difference in hotel selection between age group of travelers. Younger travelers evaluate components of services and general amenities as more important than the mature. However, other researchers argued that more mature travelers consider service quality to be important and expect to receive a better service than the younger (Tsai, Yeung, & Yim, 2011). When selecting a hotel, mature travelers probably look for components of mature-specific attributes. Mature travelers also rank past experiences with previous hotel stay as the most influential factor.

Other traveler's profiles such as income and education background, and external stimulus such as hotel advertisement and travel agency's recommendation have been studied how these factors affect traveler's decision-makings. Low-income travelers consider price to be more important; however, there is no significant relationship between income and price. This may be given reason for the fact that travelers focus more on intangible attributes such as service quality and staff's attitude (Bowman, 2000). Traveler, who graduated from secondary school or lower, are more concerned about travel agency's recommendation than those who have got Bachelor's degree. In addition, recommendation by friends and relatives was indicated that this factor influences travelers who have university degree greater than travelers with Postgraduate degree (Wong, 2005).

## **2.2 Customer satisfaction**

Customer satisfaction is generally described as customer's appraisal of a product or service after purchasing and then using it (Wong, Ng, Valerian, & Battistotti, 2014). It can be defined as post-consumption evaluation given to a product or service.

(Gundersen, Heide, & Olsson, 1996). Customer satisfaction can lead to subsequent repurchase and positive word-of-mouth publicity (Fornell, 1992). It can take a role as an exit barrier which helps company to retain its customers and thereby results in prolonged customer loyalty. (Gundersen, Heide, & Olsson, 1996; Qu, Ryan, & Chu, 2000). As a result, customer satisfaction is essential for business success.

For years, researchers have studied and developed approaches to assess customer satisfaction. The levels of satisfaction are related to size of difference between customer expectation in pre-purchase period and perceived performance of a product or service. (Gundersen, Heide, & Olsson, 1996). Customers will be satisfied if their expectation is met, or even exceeded. Customer dissatisfaction will occur if their perceived performance is below their expectation. However, some researchers argued that customers may be satisfied even though their experiences did not fulfill their expectation. (Hughes, 1991). This was supported by the finding of Yuksel and Rimmington (1998). The assumption that customers are dissatisfied in case their perceived performance falls short of expectation is likely to be incorrect. Only performance plays a dominant role, resulting in the formation of customer satisfaction. When a product or service performs well, customers will be satisfied regardless of their prior expectation (Yuksel & Rimmington, 1998). Thereby, customer satisfaction measurement based on performance of product or service is more practical and reliable.

### **2.3 Hotel guest satisfaction**

In hotel industry, guest satisfaction has been being widely interested for decades because it can contribute to higher revisiting rate, word-of-mouth marketing, competitive advantage and sustainable leadership in the business. Guest satisfaction is viewed as one of the most valuable assets. Since competition in the industry has become more intense and online channels allow consumer to share their experiences easily, hoteliers are required to achieve guest satisfaction rate as high as possible. One of the most important challenges is to improve guest satisfaction because there are many intangible attributes involved such as staff's attitude and service quality. Moreover, guest satisfaction is related to working output of many service providers in hotel. For example, cleanliness results from good effort of housekeepers as well as good

maintenance results from good effort of technicians. Good training from personnel department can result in higher service quality and staff performance. Prior to improving guest satisfaction, important questions should be addressed such as what important factors can fulfill customer needs.

According to the study of Barsky and Labagh (1992), employee's attitude was ranked as the most important factor in guest satisfaction. It also has considerable impact on guest revisiting. This factor was also supported by the finding of Gundersen et al. (1996). Intangible attributes, which have the strongest effect on guest satisfaction, are staff's willingness and ability to provide service. This finding also explained that receptionist's willingness and ability to provide service have more intense effect than staff in other departments (Gundersen, Heide, & Olsson, 1996). Other researchers determined that helpful staff was found to be the second most influential factor in guest satisfaction. In addition, these factors are strongly related to guest satisfaction which the messages are conveyed as: "staff understand your requests", "staff are polite and friendly", and "staff provide efficient service" (Wong, Ng, Valerian, & Battistotti, 2014).

The next highest important factor is quality of room. Quality of room pinpoints the fact that guests will have the highest satisfaction when guestroom is very clean. In some researches, cleanliness is proven to be the most influential factor instead of staff's attitude. Guests also appreciate the fact that quietness of room is important to their hotel stay (Qu, Ryan, & Chu, 2000). Furthermore, guests perceive amenities and comfort of room as meaningful factors (Gundersen, Heide, & Olsson, 1996). Some researchers found that comfort of bed, mattress, and pillow have significant effect on overall guest satisfaction (Qu, Ryan, & Chu, 2000). Therefore, quality of room is a tangible attribute which has the strongest effect on overall guest satisfaction (Gundersen, Heide, & Olsson, 1996).

Instead of quality of room, some studies found that location is more crucial to satisfy guest's need (Barsky & Labagh, 1992). Guests consider convenience as a great pleasure for their hotel stays. This attribute is rated as the fourth important factor in guest satisfaction (Qu, Ryan, & Chu, 2000). In addition to convenience, other researchers found that guests value hotel location which is proximity to tourist attractions as an essential factor. In the study of Tsai et al. (2011), Mainland Chinese and foreign travelers rated this factor as the highest important.



According to the finding of Wong et al. (2014), hotel ambience contributes significantly to overall guest satisfaction. The ambience covers décor, layout, and facilities. Layout is described as the way in which objects are arranged within environment. Facilities are one of the most crucial factors for guest satisfaction. This factor was conducted in view of taking a further analysis that poor performance of facilities can lead to high unwilling return rate (Barsky & Labagh, 1992).

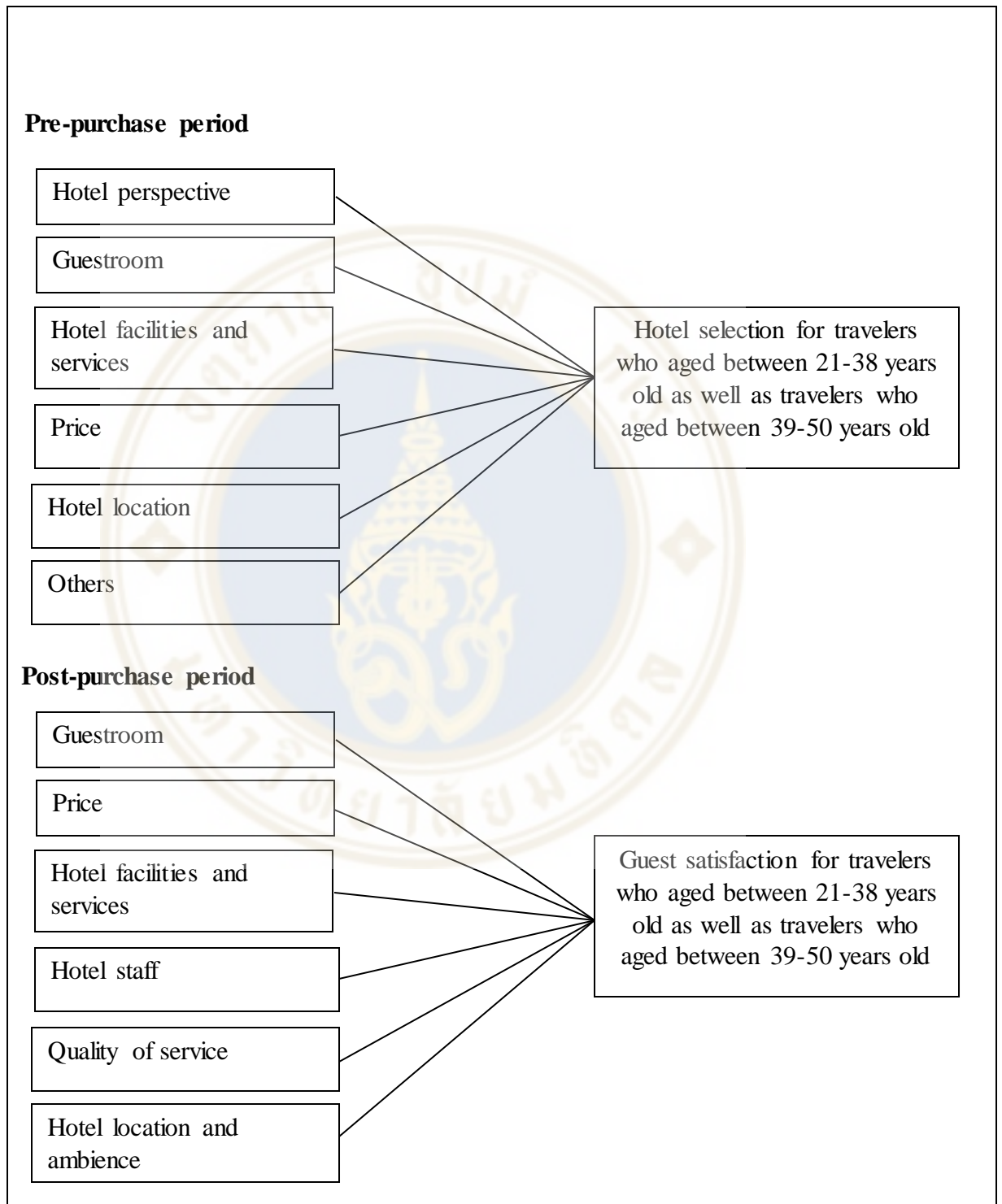
Service has definitely significant effect on overall guest satisfaction. This factor can be viewed as service provided to guest and performance of service. In the study of Barsky and Labagh (1992), service-provided factor was low in its importance to guest satisfaction. This factor was scored 2.61 out of 5 points. However, good service provided can create high revisiting rate. As for service performance, overall efficient service provided by hotel staff was considered to be most influential factor in guest satisfaction. Other researchers argued that responsive service is the most important factor instead of efficient service (Wong, Ng, Valerian, & Battistotti, 2014).

Other attributes such as price, value for money, parking, and food and beverage were found to have an effect on guest satisfaction. Guest will be satisfied with reasonable price or value for money when compared to product and service they are offered. Moreover, standard parking, valet service, variety of menu and quality of food and beverage have an influence on guest satisfaction (Barsky & Labagh, 1992; Qu, Ryan, & Chu, 2000).

## **2.4 Conceptual framework**

According to Figure 2.1, the first part of this study highlighted important factors influencing on hotel selection for different age groups in Thailand. In this part, factors in hotel selection were derived from attributes which shown in online travel agency's websites such as Agoda and Booking.com. The focus on online travel agency's websites came from the fact that nowadays majority of travelers make hotel reservation via the websites. Moreover, some factors were based on previous researches such as Callan and Bowman (2000), Tsai et al. (2011), and Chan and Wong (2014). Consequently, 33 factors were studied as independent variable and classified into six main factors: hotel perspective, guestroom, hotel facilities and services, price, hotel

location, and others. Moreover, a researcher specifically segmented samples in aspects of gender and generation. For example, what factors male millennial travelers will consider in their hotel selection.



**Figure 2.1 Conceptual framework**

In the second part, this study determined important factors contributing to guest satisfaction for different age groups in Thailand. All of the factors were based on many researches such as Barsky and Labagh (1992), Gundersen et al. (1996), Qu et al. (2000), and Wong et al. (2014). These factors were studied as independent variable and guest satisfaction levels are viewed as dependent variable. Independent variables were classified into six main factors: guestroom, price; hotel facilities and services; hotel staff, quality of service, and hotel location and ambience. More specifically, samples were divided into gender and generational aspects.



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **3.1 Research instrument**

Quantitative research was applied to this study because statistical method can generate reliable results. Questionnaire which used for data collection consists of three main parts: profiles of respondents, factors in hotel selection, and factors in guest satisfaction. In addition to age, respondent was asked about gender, income, education level, duration of hotel stay in the last 12 months, and an average night of hotel stay. Respondent who has different profile may have different criteria in hotel selection as well as satisfaction. In the second and third parts, 5-point Likert scale was used to allow respondents to express how much they agree or disagree with particular questions.

The questionnaire was first developed in English and then translated into Thai because it can prevent mistranslation on each question and lead to more a reliable result. In addition, the questionnaire was pilot-tested with newly graduate students and office workers in order to check whether or not there are any misunderstandings on each question. The result of pilot test gave useful information about wording in the Likert scale. Wording of scale in the second part was changed from “agree” to “influential” (1 = the least influential in selecting hotel and 5 = the most influential in selecting hotel). In the other part, the wording of scale was changed from “agree” to “influential” (1 = the least influential in guest satisfaction and 5 = the most influential in guest satisfaction).

#### **3.2 Data collection**

The survey of this study was conducted at the well-known travel exhibition in Thailand, namely 34th Thai Tiew Thai, which was held at Queen Sirikit National Convention Center during March 05 – 08, 2015. The main reason for selecting the exhibition is to get a random sample of travelers who intend to travel within this year.

This may yield a better result. After the exhibition was finished, 116 respondents were collected data in this study which can be classified into 37 female and 16 male respondents aged between 39 and 50, as well as 43 female and 20 male respondents aged between 21 - 38.

In addition, the questionnaire was also done in Google form and launched through social network during March 09 – 12, 2015. 84 respondents returned the questionnaire which can be classified into 28 female and 33 male respondents aged between 39 and 50, as well as 16 female and 7 male respondents aged between 21 and 38.

All in all, 200 respondents were used as random samples of this study. As shown in Table 3.1, the majority of samples are respondents aged between 21 and 38 years old which account for 76 percent. More than 60 percent of respondents are female while 38 percent are male respondents. Most respondents obtained Bachelor's degree in university which takes approximately 66 percent. Correspondingly, 36.5 percent of monthly income falls in interval of 15,000 – 25,000 baht. Most of respondents travelled around 1 -2 times per year which accounts for 46 percent, and stayed 1 – 2 nights per trip.

**Table 3.1 Profile of respondents**

<i>Information</i>	<i>Frequency</i>	<i>Percentage</i>
<i>1.Age group</i>		
21 – 38 years old	124	62
39 – 50 years old	76	38
<i>2.Gender</i>		
Female	124	62
Male	76	38
<i>3.Education level</i>		
Completed primary school	1	0.5
Completed secondary school	18	9
Obtained bachelor degree	133	66.5

**Table 3.1 Profile of respondents (cont.)**

<i>Information</i>	<i>Frequency</i>	<i>Percentage</i>
<i>3. Education level</i>		
Obtained higher bachelor degree	48	24
<i>4. Monthly income</i>		
9,000 – 15,000 baht	18	9
15,001 – 25,000 baht	73	36.5
25,001 – 35,000 baht	38	19
35,001 – 45,000 baht	32	16
More than 45,000 baht	39	19.5
<i>5. A number of hotel stay in last 12 months</i>		
0 – 2 times	92	46
3 – 5 times	71	35.5
6 – 8 times	20	10
More than 8 times	17	8.5
<i>6. Average night of hotel stay</i>		
1 – 2 nights	167	83.5
3 – 4 nights	28	14
5 – 6 nights	4	2
More than 6 nights	1	0.5

Moreover, the profile of respondents was elaborated more on generational aspect. Table 3.2 shows respondent's profile according to age group. For sample in the 39 - 50 age group, approximate 70 percent of respondents are female and obtained Bachelor's degree. Most of them have monthly income more than 45,000 baht, which accounts for 30 percent, and travelled 1 -2 times a year. More than 90 percent of this age group spent 1 -2 night on average per trip. A sample of the Millennial generation indicates that the large proportion is female respondents which is around 57 percent. Approximately 64 percent of the respondents obtained Bachelor's degree, and around 41 percent of them earn 15,000 – 25,000 baht a month. More than 45 percent of this

generation had stayed in hotel around 0 - 2 times in the last 12 months and 78 percent of them spent 1 – 2 night in average per trip.

**Table 3.2 Respondent's profile according to age group**

<i>Information</i>	<b>39 – 50 age group</b>		<b>21 – 38 age group</b>	
	<i>Frequency</i>	<i>Percentage</i>	<i>Frequency</i>	<i>Percentage</i>
<i>1. Gender</i>				
Female	53	69.7	71	57.3
Male	23	30.3	53	42.7
<i>2. Education level</i>				
Completed primary school	0	0	1	0.8
Completed secondary school	12	15.8	6	4.8
Obtained bachelor degree	53	69.7	80	64.5
Obtained higher bachelor degree	11	14.5	37	29.8
<i>3. Monthly income</i>				
9,000 – 15,000 baht	3	3.9	15	12.1
15,001 – 25,000 baht	22	28.9	51	41.1
25,001 – 35,000 baht	16	21.1	22	17.7
35,001 – 45,000 baht	12	15.8	20	16.1
More than 45,000 baht	23	30.3	16	12.9
<i>4. A number of hotel stay in last 12 months</i>				
0 – 2 times	36	47.4	56	45.2
3 – 5 times	25	32.9	46	37.1
6 – 8 times	8	10.5	12	9.7
More than 8 times	7	9.2	10	8.1

**Table 3.2 Respondent's profile according to age group (cont.)**

	<b>39 – 50 age group</b>		<b>21 – 38 age group</b>	
<i>Information</i>	<i>Frequency</i>	<i>Percentage</i>	<i>Frequency</i>	<i>Percentage</i>
<i>5.Average night of hotel stay</i>				
1 – 2 nights	70	92.1	97	78.2
3 – 4 nights	5	6.6	23	18.5
5 – 6 nights	1	1.3	3	2.4
More than 6 nights	0	0	1	0.8

This study analyzed the collected data by applying the Statistical Package for the Social Science (SPSS) program. Factors in hotel selection and satisfaction are ranked according to their mean score. A factor which its mean score is greater than 4 was analyzed by one sample t-test in order to investigate whether or not its mean score is significantly greater than 4 which is considered to be important factor in hotel selection or satisfaction.



## CHAPTER IV

### DATA ANALYSIS AND FINDINGS

#### 4.1 Hotel selection for travelers aged between 39 and 50

Respondents rated factors in hotel selection, on a scale from 1 (the least influential factor) to 5 (the most influential factor). The factor is first considered “Important” on the condition that its average score is above 4. A scale of 4 signifies the stage that respondents consider the factor to be important. Meanwhile, the factor which is scored at “3” is perceived to be “Indifferent” factor when respondents select a hotel. Afterwards, one-sample t-test was applied to investigate whether its mean score is significant greater than 4 or not. Mean score and significant value of factors, rated at 4 or above, are shown in Table 4.1. Additionally, mean score of total factors in hotel selection can be further examined in appendix.

**Table 4.1 Important factors in hotel selection for respondents aged between 39 and 50**

	Mean score	Standard deviation	Significant value (2-tailed)**
1. Convenient hotel location	4.47	.599	<b>0.000*</b>
2. Non-smoking room	4.38	.879	<b>0.000*</b>
3. Promotion	4.30	.749	<b>0.001*</b>
4. Price	4.24	.798	<b>0.012*</b>
5. Nearby tourist attraction	4.22	.793	<b>0.016*</b>
6. Room view	4.21	.771	<b>0.020*</b>
7. Parking	4.18	.860	<b>0.066*</b>
8. Free Wi-Fi in room	4.14	.890	<b>0.016*</b>
9. Previous experience	4.12	.799	0.201
10. Variety of room amenities	4.03	.692	0.741

\*Significant level at 0.05

\*\*Since the hypothesis is one-tailed, the significant value need to be divided by two.

According to Table 4.1, “*Convenient hotel location*” is the most vital factor in hotel selection with the mean score of 4.47. This factor corresponds with the finding of Wong and Chan (2005) which the survey was conducted among Hong Kong travelers. Moreover, the travelers place importance on hotel which is located nearby tourist attraction (4.22). “*Non-smoking room*” (4.38) is the second most important factor, while “*Room view*” and “*Room décor*” are scored with an average of 4.21 and 3.79 respectively. This is followed by an interpretation that travelers in this age group consider non-smoking room more important than view and decoration. According to the finding of Jones and Chen (2010), non-smoking room is the first criteria travelers’ hotel selection. Although hotels facilitated with guestrooms with attractive decoration or decent view, they fail to seize travelers’ consideration if they are smoking-free room. The next highest important factors are “*Promotion*” (4.30) and “*Price*” (4.24) which are in accordance with the research of Ananth *et al.* (1992). “*Parking*” (4.18) and “*Free Wi-Fi in room*” (4.14) are found to be important factors for travelers. “*Previous experience*” (4.12) and “*Variety of room amenities*” (4.03) are ranked with high score which supported by the study of Tsai *et al.* (2011); however, these two factors have insignificant impact on hotel selection for travelers aged between 39-50 years. This study also remarkably entails the consideration that “*Family and friend’s recommendation*” (3.84) and “*Customer review*” (3.54) are moderately important for the travelers when selecting hotel. Moreover, the travelers are unlikely to perceive hotel facilities as important factors when making hotel reservation. From analysis of this study, travelers in this age group focus on these ten factors when looking for hotels. However, “*Previous experience*” and “*Variety of room amenities*” are no longer influential factors after applying t-test. Consequently, there are only eight important factors which have significant influence on travelers aged between 39 – 50 years old when selecting a hotel.

In addition, this study explored important factors in hotel selection according to gender of travelers in this age group. According to Table 4.2, “*Convenient hotel location*” maintains the most importance for male and female travelers. Instead of location, female travelers consider “*Non-smoking room*” as the most influential factor. “*Promotion*” (4.34), “*Price*” (4.26), “*Parking*” (4.26), “*Nearby tourist attraction*” (4.25), and “*Free Wi-Fi in room*” (4.21) have significant influence on female travelers

however these factors are insignificant for male travelers. Male travelers value “*Room view*” (4.43) for their hotel selection. When selecting a hotel, female travelers consider “*Previous experience*” (4.23) as one of the important factors in booking a hotel.

**Table 4.2 Important factors in hotel selection according to gender of travelers aged between 39 and 50**

	Test value = 4			
	Female (N=53)		Male (N=23)	
	Mean	Sig. value (2-tailed)**	Mean	Sig. value (2-tailed)**
Convenient hotel location	4.55	<b>0.000*</b>	4.30	<b>0.016*</b>
Non-smoking room	4.60	<b>0.000*</b>	3.87	n/a
Promotion	4.34	<b>0.003*</b>	4.22	0.135
Price	4.26	<b>0.025*</b>	4.17	0.257
Nearby tourist attraction	4.25	<b>0.031*</b>	4.17	0.295
Room view	4.11	0.308	4.43	<b>0.005*</b>
Parking	4.26	<b>0.018*</b>	4.00	1.000
Free Wi-Fi in room	4.21	<b>0.078*</b>	4.00	1.000
Previous experience	4.23	<b>0.038*</b>	3.87	n/a
Variety of room amenities	4.04	0.709	4.00	1.000
Family and friend recommendation	4.02	0.837	3.43	n/a

\*Significant level at 0.05

\*\*Since the hypothesis is one-tailed, the significant value need to be divided by two.

In summary, the most important factor in hotel selection for travelers aged between 39 – 50 years old is “*Convenient hotel location*” (4.47), followed by “*Non-smoking room*” (4.38) and “*Promotion*” (4.30). Male travelers consider “*Room view*” (4.43) and “*Convenient hotel Location*” (4.30) as influential factors. Meanwhile, female travelers mainly focus on “*Non-smoking room*” (4.60), “*Convenient hotel location*” (4.55), and “*Promotion*” (4.34) when making hotel reservation.

## 4.2 Hotel selection for travelers aged between 21 and 38

All factors in hotel selection which were scored by respondents in this age group can be explored within appendix. Table 4.3 shows mean score of factors, which are scored at “4” or above, as well as their significant value.

**Table 4.3 Important factors in hotel selection for respondents aged between 21 and 38**

	Mean score	Standard deviation	Significant value (2-tailed)**
1. Price	4.58	.599	<b>0.000*</b>
2. Promotion	4.56	.545	<b>0.000*</b>
3. Convenient hotel location	4.55	.516	<b>0.000*</b>
4. Nearby tourist attraction	4.39	.671	<b>0.000*</b>
5. Previous experience	4.31	.714	<b>0.000*</b>
6. Free Wi-Fi in room	4.30	.892	<b>0.000*</b>
7. Room view	4.15	.787	<b>0.032*</b>
8. Non-smoking room	4.13	1.1014	0.196
9. Variety of room amenities	4.13	.743	<b>0.055*</b>
10. Parking	4.12	.916	0.144
11. Friend and family recommendation	4.10	.719	0.107
12. Room décor	4.03	.775	0.644

\*Significant level at 0.05

\*\*Since the hypothesis is one-tailed, the significant value need to be divided by two.

According to Table 4.3, the most influential factor for travelers in this age group is “Price” (4.58), followed by “Promotion” (4.56). The traveler’s decision on hotel selection is highly affected by “Convenience hotel location” (4.55) and “Nearby tourist attraction” (4.39). Travelers are most likely to book the same hotel if they have good previous experiences (4.31). “Free Wi-Fi in room” (4.30) is the essential hotel facilities which can see from both age groups necessarily seek for it when making a hotel reservation. The score of “Non-smoking room” (4.13) was considerably varied from high value of standard deviation (1.1). As a result, non-smoking room is not an important factor in hotel selection for Generation Y travelers. In view of room features, “Room décor” (4.03) is less essential than other features such as “Room view” (4.15) and “Variety of room amenities” (4.13). When selecting a hotel, young travelers are

more affected by their “*Family and friend’s recommendation*” (4.10) than “*Customer review*” (3.87) and “*Travel agent recommendation*” (3.28). Hotel facilities are irrelevant to Millennial traveler’s decision on their hotel selection. To conclude, these twelve factors exhibited in Table 4.3 are perceived as influential factors. After using t-test, non-smoking room, parking, room décor, as well as family and friend’s recommendation are no longer influential factors. Consequently, travelers aged between 21 – 38 years old consider only eight important factors.

In addition, gender of travelers in this age group was investigated on factors that are important to male and female travelers. According to Table 4.4, the most important factor for female travelers is “*Price*” (4.57), followed by “*Promotion*” (4.56) and “*Convenient hotel location*” (4.52). Instead of price, male travelers place the most importance on “*Convenient hotel location*” (4.58). When selecting hotels, “*Nearby tourist attraction*”, “*Previous experience*”, and “*Free Wi-Fi in room*” have significant effect on both male and female travelers. Male travelers are significantly affected by “*Room view*” (4.23) and “*Variety of room amenities*” (4.17) whereas these factors do not affect female travelers. Both male and female travelers are less concerned with “*Non-smoking room*”, “*Parking*”, “*Room décor*”, and “*Family and friend’s recommendation*” when making hotel reservation.

**Table 4.4 Important factors in hotel selection according to gender of travelers aged between 21 and 38**

	Test value = 4			
	Female (N=71)		Male (N=53)	
	Mean	Sig. value (2-tailed)**	Mean	Sig. value (2-tailed)**
Price	4.59	<b>0.000*</b>	4.57	<b>0.000*</b>
Promotion	4.56	<b>0.000*</b>	4.57	<b>0.000*</b>
Convenient hotel location	4.52	<b>0.000*</b>	4.58	<b>0.000*</b>
Nearby tourist attraction	4.35	<b>0.000*</b>	4.43	<b>0.000*</b>
Previous experience	4.28	<b>0.003*</b>	4.36	<b>0.000*</b>
Free Wi-Fi in room	4.35	<b>0.001*</b>	4.23	<b>0.070*</b>
Room view	4.10	0.300	4.23	<b>0.038*</b>
Non-smoking room	4.13	0.332	4.13	0.398

**Table 4.4 Important factors according to gender of travelers aged between 21 and 38 (cont.)**

	Test value = 4			
	Female (N=71)		Male (N=53)	
	Mean	Sig. value (2-tailed)**	Mean	Sig. value (2-tailed)**
Variety of room amenities	4.10	0.331	4.17	<b>0.060*</b>
Parking	4.10	0.311	4.15	0.298
Friend and family recommendation	4.11	0.184	4.09	0.358
Room décor	4.01	0.877	4.06	0.606

\*Significant level at 0.05

\*\*Since the hypothesis is one-tailed, the significant value need to be divided by two.

In summary, Millennial travelers mainly consider price, promotion and convenient hotel location as most important factors for selecting a hotel. Accordingly, these factors have considerable effect on hotel selection for male and female travelers in this age group.

### 4.3 Hotel satisfaction for travelers aged between 39 and 50

Respondents aged between 39 – 50 years old scored factors in guest satisfaction on a scale ranging from 1 (the least influential in satisfaction) to 5 (the most influential in satisfaction). Table 4.5 shows an array of mean score and significant value of all factors in guest satisfaction which are arranged from the highest to lowest mean scores.

**Table 4.5 Factors in hotel satisfaction for respondents aged between 39 and 50**

	Mean score	Standard deviation	Sig. value (2-tailed)**
1. Cleanliness	4.76	4.76	<b>0.000*</b>
2. Quality of bedding	4.71	4.71	<b>0.000*</b>
3. Well-maintained room	4.64	4.64	<b>0.000*</b>

**Table 4.5 Factors in hotel satisfaction for respondents aged between 39 and 50 (cont.)**

	Mean score	Standard deviation	Sig. value (2-tailed)**
4. Reasonable price	4.62	4.62	<b>0.000*</b>
5. Value for money	4.61	4.61	<b>0.000*</b>
6. Safety and security environment	4.54	4.54	0.357
7. Quietness	4.50	4.50	<b>0.000*</b>
8. Standard room amenities	4.50	4.50	<b>0.000*</b>
9. Overall service quality	4.47	4.47	<b>0.000*</b>
10. Helpful staff	4.46	4.46	<b>0.000*</b>
11. Polite and friendly staff	4.43	4.43	<b>0.000*</b>
12. Efficient service	4.39	4.39	<b>0.000*</b>
13. Responsive service	4.38	4.38	<b>0.000*</b>
14. Quality of breakfast	4.37	4.37	<b>0.000*</b>
15. Staff's ability to provide service	4.33	4.33	<b>0.000*</b>
16. Well-maintained hotel facilities	4.32	4.32	<b>0.000*</b>
17. Variety of breakfast menu	4.29	4.29	<b>0.000*</b>
18. Standard hotel facilities	4.29	4.29	<b>0.000*</b>
19. Room décor	4.20	4.20	<b>0.006*</b>
20. Neat staff's appearance	4.07	4.07	0.439
21. Hotel ambience	3.93	3.93	n/a
22. Hotel public area décor	3.91	3.91	n/a
23. Internet speed in room	3.80	3.80	n/a

\*Significant level at 0.05

\*\*Since the hypothesis is one-tailed, significant value need to be divided by 2.

According to Table 4.5, travelers in this age group rated “*Cleanliness*” (4.76) as the most important factor in their hotel stay confirmed by the finding of Qu *et al.* (2000). Other room features such as “*Quality of bedding*” (4.71) and “*Well-maintained room*” (4.64) are the next highest influential factors. Price is an essential element in both selection and satisfaction of the travelers. In hotel satisfaction, “*Reasonable Price*” (4.62) and “*Value for money*” (4.61) hold the fourth and fifth places, corresponding with the research of Wong *et al.* (2014). Guests at age between 39 – 50 years old are gratified to stay in hotels which provide good “*Safety and security environment*” (4.54). Surprisingly, “*Overall service quality*” (4.47), “*Efficient service*” (4.39), and “*Responsive service*” (4.38) connote that they are less important than elements in room feature. “*Helpful staff*” (4.46) and “*Polite and friendly staff*” (4.43)

have positively influence on hotel satisfaction. Compared to other factors, hotel facilities and services are less important to satisfy this generation which can be seen from mean score of “*Quality of breakfast*” (4.37), “*Well-maintained hotel facilities*” (4.32), “*Variety of breakfast menu*” (4.29), and “*Standard hotel facilities*” (4.29). During hotel stay, the travelers view “*Hotel ambience*” (3.93), “*Hotel public area décor*” (3.91), and “*Internet speed in room*” (3.80) as unimportant factors. After applying one-sample t-test, “*Safety and security environment*” (4.54) and “*Neat staff’s appearance*” (4.07) were found to be insignificant for pleasing guests in this age range. Consequently, there are eighteen important factors in hotel satisfaction for travelers aged between 39 – 50 years old.

This study also explored important factors in terms of traveler’s genders. Table 4.6 shows all factors scored by male and female travelers in this age group. “*Cleanliness*”, “*Quality of bedding*”, and “*Well-maintained room*” are still ranked in the top three important factors for both genders. Male and female travelers scored “*Reasonable price*” and “*Value for money*” as the next influential factors in their satisfaction. “*Safety and security environment*” have a dramatic effect on hotel satisfaction for female travelers. Similarly, female travelers also place greater importance on elements in hotel facilities and services such as “*Quality of breakfast*” (4.37), “*Well-maintained hotel facilities*” (4.32), “*Variety of breakfast menu*” (4.29), and “*Standard hotel facilities*” (4.29). Meanwhile, male travelers aged between 39 – 50 years old are less concerned about hotel facilities and services in their hotel stays. Surprisingly, “*Quietness*” and “*Standard room amenities*” are more important to guest satisfaction than “*Overall service quality*”, “*Helpful staff*”, and “*Polite and friendly staff*”. Moreover, satisfaction of male travelers is not significantly affected by “*Efficient and responsive service*”. To conclude, there are nineteen important factors influencing on satisfaction of travelers aged between 39 – 50 years old, while only ten important factors contribute significantly to satisfaction of the travelers.



**Table 4.6 Important factors in hotel satisfaction according to gender of travelers aged between 39 and 50**

	Test value = 4			
	Female (N=53)		Male (N=23)	
	Mean	Sig. value (2-tailed)**	Mean	Sig. value (2-tailed)**
Cleanliness	4.76	<b>0.000*</b>	4.74	<b>0.000*</b>
Quality of bedding	4.71	<b>0.000*</b>	4.65	<b>0.000*</b>
Well-maintained room	4.64	<b>0.000*</b>	4.65	<b>0.000*</b>
Reasonable price	4.62	<b>0.000*</b>	4.61	<b>0.000*</b>
Value for money	4.61	<b>0.000*</b>	4.57	<b>0.000*</b>
Safety and security environment	4.54	<b>0.000*</b>	4.26	0.110
Quietness	4.50	<b>0.000*</b>	4.35	<b>0.043*</b>
Standard room amenities	4.50	<b>0.000*</b>	4.52	<b>0.000*</b>
Overall service quality	4.47	<b>0.000*</b>	4.26	<b>0.056*</b>
Helpful staff	4.46	<b>0.000*</b>	4.30	<b>0.050*</b>
Polite and friendly staff	4.43	<b>0.000*</b>	4.35	<b>0.017*</b>
Efficient service	4.39	<b>0.000*</b>	4.17	0.257
Responsive service	4.38	<b>0.000*</b>	4.17	0.257
Quality of breakfast	4.37	<b>0.000*</b>	4.17	0.135
Staff's ability to provide service	4.33	<b>0.000*</b>	4.22	0.295
Well-maintained hotel facilities	4.32	<b>0.000*</b>	4.13	0.266
Variety of breakfast menu	4.29	<b>0.000*</b>	4.17	0.213
Standard hotel facilities	4.29	<b>0.000*</b>	4.13	0.328
Room décor	4.20	<b>0.006*</b>	4.17	0.162
Neat staff's appearance	4.07	0.439	4.04	0.788
Hotel ambience	3.93	n/a	3.87	n/a
Hotel public area décor	3.91	n/a	3.78	n/a
Internet speed in room	3.80	n/a	3.57	n/a

\*Significant level at 0.05

\*\*Since the hypothesis is one-tailed, significant value need to be divided by 2.

In summary, the satisfaction of travelers aged between 39 – 50 years old depends on main important factors: cleanliness, quality of bedding, and well-maintained room. In their hotel stays, elements in service and hotel staff are less important for guest satisfaction than room features and price. The study of male and female satisfaction also leads to the same result as overall travelers in the age group.

#### 4.4 Hotel satisfaction for travelers aged between 21 and 38

Respondents aged between 21 – 38 years old rated all factors in guest satisfaction displayed in descending order of mean score as shown in Table 4.7.

**Table 4.7 Factors in hotel satisfaction for respondents aged between 21 and 38**

	Mean score	Standard deviation	Sig. value (2-tailed)**
1. Cleanliness	4.77	.462	<b>0.000*</b>
2. Value for money	4.67	.489	<b>0.000*</b>
3. Reasonable price	4.64	.499	<b>0.000*</b>
4. Polite and friendly staff	4.61	.521	<b>0.000*</b>
5. Helpful staff	4.59	.570	<b>0.000*</b>
6. Overall service quality	4.58	.542	<b>0.000*</b>
7. Safety and security environment	4.55	.589	<b>0.000*</b>
8. Well-maintained room	4.54	.604	<b>0.000*</b>
9. Efficient service	4.52	.563	<b>0.000*</b>
10. Quality of bedding	4.48	.577	<b>0.000*</b>
11. Quietness	4.42	.711	<b>0.000*</b>
12. Responsive service	4.40	.610	<b>0.000*</b>
13. Standard room amenities	4.35	.614	<b>0.000*</b>
14. Staff's ability to provide service	4.32	.645	<b>0.000*</b>
15. Well-maintained hotel facilities	4.31	.627	<b>0.000*</b>
16. Room decor	4.27	.616	<b>0.000*</b>
17. Standard hotel facilities	4.24	.655	<b>0.000*</b>
18. Quality of breakfast	4.20	.796	<b>0.000*</b>
19. Variety of breakfast menu	4.09	.765	<b>0.000*</b>
20. Neat staff's appearance	4.03	.637	0.574
21. Internet speed in room	3.99	.870	n/a
22. Hotel ambience	3.98	.727	n/a
23. Hotel's public area décor	3.95	.753	n/a

\*Significant level at 0.05

\*\*Since the hypothesis is one-tailed, significant value need to be divided by 2.

According to Table 4.7, “*Cleanliness*” (4.77) has the greatest influence on satisfaction of travelers in this age range during hotel stays. This factor is also the most essential to satisfaction of travelers in the 39 – 50 age group. Instead of room features, Millennial travelers will be highly satisfied with “*Value for money*” (4.67) and “*Reasonable price*” (4.64). “*Polite and friendly staff*” (4.61) and “*Helpful staff*” (4.59) take the fourth and fifth places on guest satisfaction. In contrast to mature guests,

“*Overall service quality*” (4.58) contributes significantly to satisfaction of young guests rather than elements in hotel facilities and services which supported by the finding of Barsky and Labagh (1992), and Qu *et al.* (2000). Furthermore, young generation guest perceive “*Efficient service*” (4.52) and “*Responsive service*” (4.40) to be more essential in satisfaction. On the other hand, the guests are less interested in “*Quality of bedding*” (4.48) than the previous generation. Hotel facilities and services such as “*Standard hotel facilities*” (4.24), “*Quality of breakfast*” (4.20) and “*Variety of breakfast menu*” (4.09) are least important factors contributing to traveler’s satisfaction. “*Internet speed in room*”, “*Hotel ambience*”, and “*Hotel’s public area décor*” are unimportant factors in guest satisfaction for travelers in this age group. Consequently, this study found that satisfaction of Millennial travelers is substantially impacted by nineteen factors as shown in Table 4.7.

Furthermore, the effect of gender on traveler satisfaction was explored as shown in Table 4.8. According to Table 4.8, male and female Millennial guests rated “*Cleanliness*”, “*Value for money*”, and “*Reasonable price*” as top three important factors in their satisfaction. Corresponding to the finding of overall Millennial satisfaction, “*Polite, friendly, and helpful staff*” are the followed essential factors which lead to considerable satisfaction of male and female travelers. Male guests are more concerned with “*Overall service quality*” (4.60), whereas female guest are more satisfied with staying at hotel which provides good “*Safety and security environment*” (4.62). Both male and female guests scored “*Efficient service*” and “*Responsive service*” higher than all components in hotel facilities and services. In aspect of facilities and services, “*Well-maintained room*”, “*Quality of bedding*”, and “*Standard room amenities*” are the most important factors in guest satisfaction. Surprisingly, “*Internet speed in room*” is found to be less essential for satisfaction of young generation. “*Variety of breakfast menu*” as well as “*Neat staff’s appearance*” are significantly important to male rather than female travelers. To conclude, there are eighteen and twenty important factors in satisfaction of female and male young generation respectively.

**Table 4.8 Important factors in hotel satisfaction according to gender of travelers aged between 21 and 38**

	Test value = 4			
	Female (N=71)		Male (N=53)	
	Mean	Sig. value (2-tailed)**	Mean	Sig. value (2-tailed)**
Cleanliness	4.76	<b>0.000*</b>	4.77	<b>0.000*</b>
Value for money	4.68	<b>0.000*</b>	4.66	<b>0.000*</b>
Reasonable price	4.63	<b>0.000*</b>	4.64	<b>0.000*</b>
Polite and friendly staff	4.62	<b>0.000*</b>	4.60	<b>0.000*</b>
Helpful staff	4.61	<b>0.000*</b>	4.57	<b>0.000*</b>
Overall service quality	4.56	<b>0.000*</b>	4.60	<b>0.000*</b>
Safety and security environment	4.62	<b>0.000*</b>	4.45	<b>0.000*</b>
Well-maintained room	4.58	<b>0.000*</b>	4.49	<b>0.000*</b>
Efficient service	4.54	<b>0.000*</b>	4.51	<b>0.000*</b>
Quality of bedding	4.49	<b>0.000*</b>	4.47	<b>0.000*</b>
Quietness	4.32	<b>0.001*</b>	4.55	<b>0.000*</b>
Responsive service	4.42	<b>0.000*</b>	4.38	<b>0.000*</b>
Standard room amenities	4.42	<b>0.000*</b>	4.26	<b>0.000*</b>
Staff's ability to provide service	4.34	<b>0.000*</b>	4.30	<b>0.000*</b>
Well-maintained hotel facilities	4.58	<b>0.000*</b>	4.23	<b>0.000*</b>
Room décor	4.25	<b>0.001*</b>	4.30	<b>0.002*</b>
Standard hotel facilities	4.28	<b>0.000*</b>	4.19	<b>0.005*</b>
Quality of breakfast	4.24	<b>0.007*</b>	4.15	<b>0.013*</b>
Variety of breakfast menu	4.11	0.208	4.06	<b>0.001*</b>
Neat staff's appearance	4.04	0.567	4.02	<b>0.040*</b>
Internet speed in room	4.10	0.300	3.85	0.606
Hotel ambience	3.92	0.292	4.06	n/a
Hotel's public area décor	3.97	0.734	3.92	n/a

\*Significant level at 0.05

\*\*Since the hypothesis is one-tailed, significant value need to be divided by 2.

In summary, the satisfaction of travelers aged between 21 – 38 years old relies on major important factors: cleanliness, value for money, and reasonable price. In contrast to mature travelers, factors of service and hotel staff are more important for guest satisfaction than hotel facilities and services. The study of male and female satisfaction in this age group also lead to the same results.

## 4.5 Implication and suggestion to hoteliers

### 4.5.1 Hotel selection

The results show that “*Convenient hotel location*”, “*Non-smoking room*”, and “*Promotion*” are the most important factors for travelers aged between 39 – 50 years old when selecting hotels. Hotels where located with proximity to tourist attractions are prioritized by travelers. Considering room features, travelers perceive “*Room view*” and “*Free Wi-Fi in room*” as necessary. Décor and facilities have lower impact on their hotel reservation. Travelers in this age group are more likely to be persuaded by their family and friend’s recommendation, rather than customer’s review and travel agency’s recommendation. Female travelers place greater importance on these factors: convenient hotel location, non-smoking room, promotion, price, nearby tourist attraction, free Wi-Fi in room, and previous experience. Meanwhile, male travelers are significantly affected by room view and convenient hotel location.

Noticing the mentioned results, a hotel which is more convenient along with having nearby tourist attractions has great advantages over competitors. Presuming that hotel’s weakness is location, hotel manager should provide transportation services or arrange touring services and then promote these offerings to all promotion channels. Price and promotion can considerably attract travelers in the 39 – 50 age group, especially female travelers. Hoteliers are suggested to combine important factors of hotel location and promotion into new marketing campaigns such as all inclusive package. Improving room view is a provoking challenge for hotel managers yet they can relocate all objects into a more decent way. For instance, garden view could be improved by garden rearrangement. Afterwards, managers can attract more travelers by promoting using new photo stock of a well-beautified garden.

For Millennial travelers, they firstly consider “*Price*” and “*Promotion*” rather than other factors. The next important factors are “*Convenient hotel location*”, “*Nearby tourist attraction*”, “*Previous experience*”, and “*Free Wi-Fi in room*”. Moreover, “*Variety of room amenities*” and “*Room view*” can contribute greatly to hotel selection for travelers aged between 21 – 38 years old. These two factors however are unimportant to female travelers in this age group. Family and friend’s recommendation are more effective than customer’s review and travel agency’s recommendation.

To magnetize Millennial travelers, marketing managers are recommended to first focus on price and promotion. The managers should set pricing strategy as leader price; a price that is lower than competitors. Leader price could be applied with standard room. This strategy can positively attract more travelers to click into hotel website. Since there are more travelers visiting the website, the hotel will have more opportunity to sell other room types which their prices are higher than standard room price. However, some hotels find it impossible to offer rooms at lowest price because their market positioning is an obstacle. Instead, they can focus on other important factors such as room view and variety of room amenities. For example, the hotels could reinvest in renovating rooms for a better view and improving room amenities. This can help the hotels obtain free from price wars and gain competitive advantage in terms of differentiation. In addition, good previous experiences are a great solution for hoteliers because they have significant effect on hotel selection for guests' next visits. They will probably result in enhanced word-of-mouth and family and friend's recommendation.

#### **4.5.2 Hotel satisfaction**

According to results of this study, "*Cleanliness*", "*Quality of bedding*", and "*Well-maintained room*" have significant influence on guest satisfaction for travelers aged between 39 – 50 years old. The next most important factors are "*Reasonable price*" and "*Value for money*". The travelers are highly satisfied with "*Quietness*", "*Standard room amenities*", "*Overall service quality*", "*Helpful staff*", "*Polite and friendly staff*", and "*Efficient and responsive service*" respectively. Décor, Internet speed in room, and hotel facilities and services are least influential factors in traveler satisfaction. Female travelers in the 39 – 50 age group are more concerned with safety and security environment than male travelers. When compared to male travelers, the satisfaction of female travelers is substantially affected by "*Responsive and efficient service*" and other elements in hotel facilities and service.

Satisfying travelers aged between 39 -50 years old does not require huge capital because the travelers are greatly concerned with cleanliness, quality of bedding, and well-maintained room. Hence, hotel managers should be strict with housekeeping and technician department because their working outputs are considered to be the most important factors. For example, managers might set more frequent room inspection

schedule or set a reward program for housekeepers and technicians who deliver good jobs. Besides these factors, marketing managers should set the suitable room price when compared to quality of products and services provided to guests. The unreasonable room price can lead to guest's dissatisfaction. Correspondingly, unsecure and unsafe environment will substantially influence on guests' displeasure. Hotel managers should revisit their equipment and process in terms of safety and security to avoid future bad incidents. In addition, training and standard of service quality can contribute significantly to satisfaction of travelers aged between 39 – 50 years old. The hotel manager should set up training programs for hotel staff, targeting at an increasingly better service mind and skills. Moreover, managers should continue improving working process in order to deliver services to guest at a shorter period of time, lessen errors in service process, and have a higher standard quality.

For Millennial generation, the most important factor is "*Cleanliness*", followed by "*Value for money*", and "*Reasonable price*". Instead of room features, the travelers focus more on "*Polite and friendly staff*", "*Helpful staff*", and "*Overall service quality*". The travelers also consider "*Well-maintained room*" and "*Quality of bedding*" to be more essential than décor and hotel facilities and services. Viewing of gender, cleanliness, value for money, and reasonable price maintain the most essential factors contributing to customer satisfaction. During hotel stay, male travelers will be more satisfied with variety of breakfast menu and neat staff's appearance.

The solutions to increase guest satisfaction of young generation are not different from the previous generation because important factors are almost similar. Therefore, improvement in these factors can increase satisfaction of two age groups simultaneously.

## CHAPTER V

### CONCLUSION

#### 5.1 Conclusion

This study investigated important factors in hotel selection for two age groups in Thailand. Eight factors were found to be influential on travelers aged between 39–50 years old when selecting a hotel. The most important factor is “*Convenient hotel location*”, followed by “*Non-smoking room*” and “*Promotion*”. “*Price*” and “*Nearby tourist attraction*” are the followed influential factors for their hotel selection. Looking at room features, the travelers place greater importance on “*Room view*” and “*Free Wi-Fi in room*”. “*Previous experience*” and “*Variety of room amenities*” have insignificant effect on traveler’s decision on hotel reservation. When selecting hotels, travelers in this age group are less likely to consider hotel facilities and services such as spa, swimming pool, and fitness. Family and friend’s recommendation is more effective than customer review and travel agency’s recommendation. Female travelers in the 39–50 age group consider convenient hotel location, non-smoking room, and promotion to be the top three important factors for hotel selection. Meanwhile, male travelers are concerned solely with convenient hotel location and room view for their hotel reservation.

Millennial travelers first consider “*Price*” and “*Promotion*”, followed by “*Convenient hotel location*” and “*Nearby tourist attraction*”. This can conclude that the travelers are most persuaded by price rather than other factors. Non-smoking room is no longer important to travelers in this generation. “*Free Wi-Fi in room*”, “*Room view*” and “*Variety of room amenities*” also greatly affect their hotel selection. In aspect of gender, price, promotion and convenient hotel location retain their position of being the most important factors for both male and female travelers. Male travelers are more concerned with room view and variety of room amenities before making a decision.

This study also determined important factors influencing on guest satisfaction for two age group in Thailand. For travelers aged between 39–50 years old, tangible factors are more important than intangible ones. “*Cleanliness*”, “*Quality of*



*bedding*”, and *“Well-maintained room”* are most influential factors for guest satisfaction. The next highest important factors are *“Value for money”*, *“Reasonable price”*, *“Overall service quality”*, and *“Helpful staff”* respectively. Security and safety environment have significant effect on female travelers. Accordingly, factors in hotel facilities and services such as quality of breakfast also substantially influence on female rather than male travelers.

For Millennial travelers, *“Cleanliness”* is also the most substantial factors for guest satisfaction. *“Value for money”* and *“Reasonable price”* take the second and third positions in satisfaction factors. Young generation are more concerned with service quality and helpful staff than quality of bedding. Room décor and hotel facilities and services are still the least important factors contributing to hotel satisfaction. Viewing at of gender, female and male travelers almost perceive the same important factors. However, male travelers are much satisfied with variety of breakfast menu and neat staff’s appearance.

This study also provided useful suggestion to hoteliers with purpose of attracting more travelers. For hotel selection, hotel managers should offer transportation services or arrange touring services around close to tourist attractions. Moreover, all inclusive package would be an interesting promotional campaign since travelers in both age groups are successfully attracted by tourist attractions and promotions. To acquire more young travelers, leader price strategy would be the best answer because travelers are most receptive to price. Some hotels find it difficult to set the lowest price against competitors because of positioning in the market. The hotels can reinvest in improving room view and developing room amenities. This solution can attract more young travelers and also help the hotels gain competitive advantage over competitors.

To elevate guest satisfaction, hotel managers can provide the same solution to both age groups because they consider almost similar important factors. Manager should strictly focus on cleanliness, quality of bedding, and maintenance in guestrooms by setting more frequent room inspection schedule or set reward programs to encourage housekeepers and technicians to deliver good jobs. Moreover, housekeepers and technicians must make a good collaboration in order to ensure that there are no defected items whenever guests are accommodated within the rooms. Marketing managers should set the reasonable room price, otherwise travelers in both age groups will be

dissatisfied. Hotel managers should revisit all equipment and process of safety and security to prevent bad incidents. Moreover, the managers should focus on staff training in order to bring about better service-minded orientation and skills. The managers should continue improving working process in order to provide more responsive service, reduce error, and achieve higher standard quality.

## **5.2 Limitation of this study**

The sample size of this study is not adequately large, particularly for male travelers aged between 39 – 50 years old. When applying one sample t-test, large sample size will give more reliable results than small size. In addition, some samples were collected in the travel exhibitions which was organized in Bangkok. This sample may not be a good representative of population due to limited research area. Travelers in different areas might have different perception of hotel selection and satisfaction. Moreover, guest comment cards would be the better approaches in studying guest satisfaction for Generation X and Y travelers because it can generate more practical results.

## **5.3 Recommendation for further research**

From the finding of this study, “*Nearby tourist attraction*” is an important factor in hotel selection for travelers in both age groups. According to the finding of X, Li *et al.* (2013), mature and young travelers have different travel preferences and behaviors such as tourist attractions and activities. Therefore, understanding of travel preference could help hotelier to design more suitable facilities and services.

In addition, both age groups of traveler consider “*Price*” and “*Promotion*” to be important for their hotel selection. Many researchers mentioned that Generation X consumers are more receptive to uncomplicated marketing approaches, while Generation Y are conscious, sophisticated and individualist consumer (Grace, 2013; Ruth N. Bolton, 2013). Hence, hoteliers should develop different marketing approaches to each age group. This needs to be further investigated what marketing campaigns will

be effective to travelers aged between 39 – 50 years old and what marketing campaigns will be effective to younger travelers.

Moreover, guest comment cards would be the better approaches in studying guest satisfaction because it can generate more practical and reliable results.



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## APPENDIX A: Factors in hotel selection

**Table 1 All factors in hotel selection for respondents aged between 39 and 50**

	Mean score	Standard deviation
1. Convenient location	4.47	.599
2. Non-smoking room	4.38	.879
3. Promotion	4.30	.749
4. Price	4.24	.798
5. Nearby tourist attraction	4.22	.793
6. Room view	4.21	.771
7. Parking	4.18	.860
8. Free Wi-Fi in room	4.14	.890
9. Previous experience	4.12	.799
10. Variety of room amenities	4.03	.692
11. Room décor	3.86	.860
12. Friend and family recommendation	3.84	.749
13. Hotel décor	3.79	.822
14. Room size	3.71	.629
15. Restaurant	3.67	.870
16. Wi-Fi in public area	3.67	1.063
17. Review score (9-10)	3.59	.926
18. Hotel reputation	3.58	.837
19. Customer review	3.54	.807
20. Review score (8-9)	3.51	.841
21. Disabled facilities	3.51	1.137
22. Family friendly facilities	3.49	1.113
23. Review score (7-8)	3.41	.867
24. Star rating	3.41	.769
25. Travel agent recommendation	3.28	.826
26. Review score (6-7)	3.20	.952
27. Spa	3.13	1.024
28. Swimming Pool	3.11	1.066
29. Hotel brand	2.99	.945
30. Review score (5-6)	2.91	.982
31. Fitness	2.75	.911
32. Bar and nightclub	2.45	.958
33. Pet allowance	2.18	1.151

**Table 2 All factors in hotel selection for respondents aged between 21 and 38**

	<b>Mean score</b>	<b>Standard deviation</b>
1. Price	4.58	.599
2. Promotion	4.56	.545
3. Convenient location	4.55	.516
4. Nearby tourist attraction	4.39	.671
5. Previous experience	4.31	.714
6. Free Wi-Fi in room	4.30	.892
7. Room view	4.15	.787
8. Non-smoking room	4.13	1.1014
9. Variety of room amenities	4.13	.743
10. Parking	4.12	.916
11. Friend and family recommendation	4.10	.719
12. Room décor	4.03	.775
13. Hotel décor	3.98	.831
14. Customer review	3.87	.743
15. Review score (9-10)	3.85	.787
16. Review score (8-9)	3.83	.804
17. Wi-Fi in public area	3.81	1.049
18. Hotel reputation	3.75	.842
19. Room size	3.73	.747
20. Star rating	3.68	.760
21. Review score (7-8)	3.64	.747
22. Travel agent recommendation	3.61	.871
23. Swimming pool	3.57	1.037
24. Restaurant	3.54	.966
25. Review score (6-7)	3.29	.804
26. Family friendly facilities	3.27	1.210
27. Disabled facilities	3.18	1.176
28. Hotel brand	3.17	.952
29. Review score (5-6)	3.03	.864
30. Spa	2.94	1.1015
31. Fitness	2.90	1.088
32. Bar and nightclub	2.65	1.053
33. Pet allowance	2.39	1.181