

**HOW PEOPLE CHOOSE AND WHAT FACTORS AFFECTING
CUSTOMER SELECTION OF ONLINE HOTEL BOOKING
CHANNEL IN THAILAND**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2019**

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Thematic paper
entitled
**HOW PEOPLE CHOOSE AND WHAT FACTORS AFFECTING
CUSTOMER SELECTION OF ONLINE HOTEL BOOKING
CHANNEL IN THAILAND**

was submitted to the College of Management, Mahidol University
for the degree of Master of Management

on
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ACKNOWLEDGEMENTS

I would like to express my sincerity and gratitude thank you to my thematic advisor, Asst. Prof. Randall Shannon for his dedication, his constructive suggestions and his precious time for supporting, encourage and supervision throughout this thematic work. Without his advice or support, this thematic paper cannot be completed. And also, Chairperson, Assoc. Prof. Astrid Kainzbauer and Committee member, Dr. Ronald Surachai Thesenvitz have also provided me with esteemed comments during my Thematic paper presentation.

Furthermore, I would like to thank you to my family, my dearest mom Pikul Samatimongkol, dad Sanae Samatimongkol, grandmother Tomya Samatimongkol, my brothers Wasanchai and Suwat Samatimongkol and all members of my family. My friends and my colleagues for encouragement, advice, and assistance during my study especially Mr. Kanapath Thongyot.

Last of all, I would like to thank you all interviewees, and respondents who did a questionnaire for me which made the thematic successful and also all teachers, faculty, program-co, staff, security, and housemaid at CMMU who help and take good care of me and all students at CMMU, which I really appreciated and they were a part of this successful thematic paper as well.

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HOW PEOPLE CHOOSE AND WHAT FACTORS AFFECTING CUSTOMER SELECTION OF ONLINE HOTEL BOOKING CHANNEL IN THAILAND

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ABSTRACT

The Internet of thing (IoT) become an important tool for doing business which affect the customer in term of their choice of selection and this matter is the aim of this study would help the hotel business owner and also the customer for making the decision in term of making campaign for their hotel as for the hotel owner or management team or deciding for booking hotel as for the customer's perspective.

This thematic paper will present the analysis of and information about the factor of the real customer who experienced about the online hotel booking by using research methodology both of Qualitative and Quantitative to see the correlation of all factors that lead to the intention to buy and use the online hotel booking channel here in Thailand

KEY WORDS: Hotel booking/ Review/ Location / Promotion/ Vacation

50 pages

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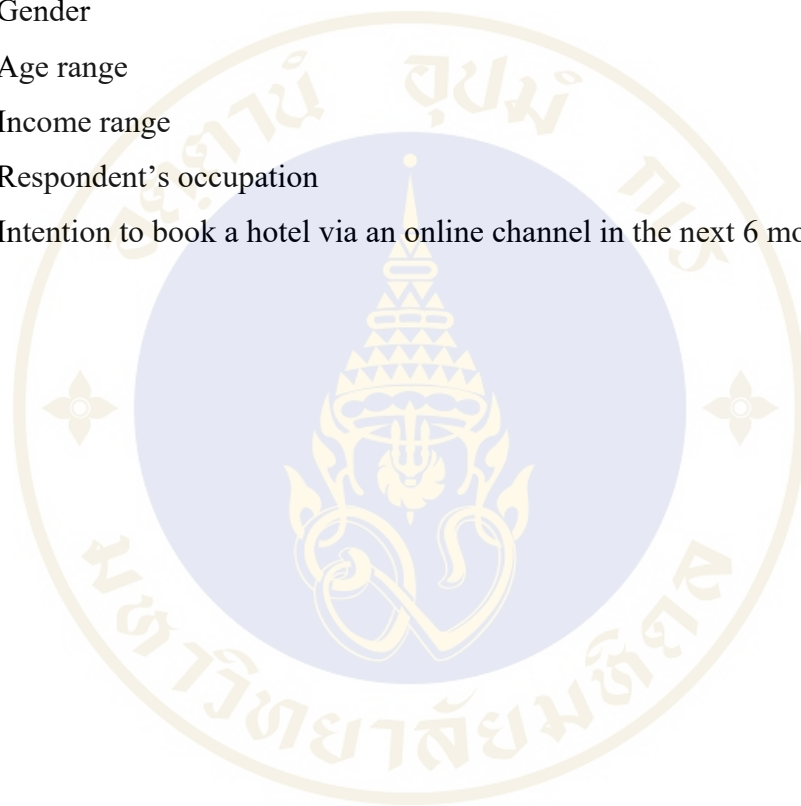
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CHAPTER I

INTRODUCTION

1.1 Background

The first era of an Internet, the hotel normally using an Internet and website just for advertising for a new promotion, and PR for the hotel in term introducing the hotel to other people who used the Internet for surfing things and information online but now the Internet become an important tool for many hotels to sell their room online via the website of their hotel and third party as well (Veronica Rus & Negruúa, 2014, pp. 1235-1236). By using the Internet, the customer has a chance to access into the data or information of the particular hotel that he or she is interested and the internet becoming medias that hotel can provides the information for customer to get to know the hotel more and more via photos, video or other presentation and for some inadept detail such as room size, environment of the hotel or even the useful description that the customer can be used for planning their trip (Lien, Wen, Huang, & Wu, 2015) or tourist attraction sights near hotel or activities that you stay in that hotel. This circumstance customer will have more chance to decide which hotel is good for them and good for staying at the most desire and convenience.

Travel and Tourism industry in Thailand can contribute share of GDP around 20 percentage or THB 2795.1billion followed by Manufacturing Industry and Agriculture (Azam , Alam, & Hafeez , 2018), (Bank of Thailand, 2016) And in last decade the factor could help the tourism industry increase in term of revenue might be the factor from the AEC (ASEAN Economic Community) that allows people among ASEAN countries to come or work more freely (Katawandee & Bhamorasathit, 2014). Hotel industry has a high expand during the last 10 years according to the tourism business in Thailand has also growth melodramatically which make each hotel to adapt their business strategy for maximizing success in their business by using an Internet for online booking to appeal and service the customer to book the hotel via the website that provided (Khemthong & Roberts, 2006) and also the third party website that provide transactional

for hotel reservations or it also known as “transaction broker” (Zumpe & Madlberger, 2007), (USA Patent No. 10/817,118, 2004) had also launched into the industry of hotel by providing and display all information of many hotels of the area or destination that the customer wants to go and show all the detail of price, pictures, facilities and also the attraction sights near the hotel. Which can help the customer in term of time-consuming (fast and convenience) for the booking process and also a comparison of all the advantages and disadvantages of an individual hotel that he or she interested. And nowadays there are many these kinds of Online hotel reservation in the market such as Agoda, Expedia, Booking.com, Trivago, Traveloka and many more still launching.

The aim of this study will focus on the factor of customer for using online hotel booking via online platform both hotel's website and the third party website who give these kind of services about hotel booking through an Internet to define the factor of customer which effect their decision of making the reservation via that particular website and understand the need of customer and use for developing the website or utility of the website to meet the customer's need which can increase the volume of revenue for the hotel and also the customer's satisfaction of using the online hotel booking and finally it might create the customer loyalty in the future (Denga, Lua, Weib, & Zhanga, 2010) by having a good experience that customer will gain the satisfaction from the website and the customer might repeat the transaction over and over again which can create the loyalty in finally and also the customer can help the brand or hotel to express the satisfaction that he or she received from using the online platform to their friend and family and invite them to use and experience the best thing that the website provides to them. And also, this study will help us to approach the knowledge about intention of the customer toward the online hotel booking website that he or she might experience in the past and customer dissatisfaction in the particular function that might frustrate them in term of using it and then we can use this study to avoid dissatisfaction that might occur for customer during the process of booking via online.

And for the hotel owner can use this study to develop or select the right factor or platform for help them to increase or maximize the revenue in the future.

1.2 An objective of the study

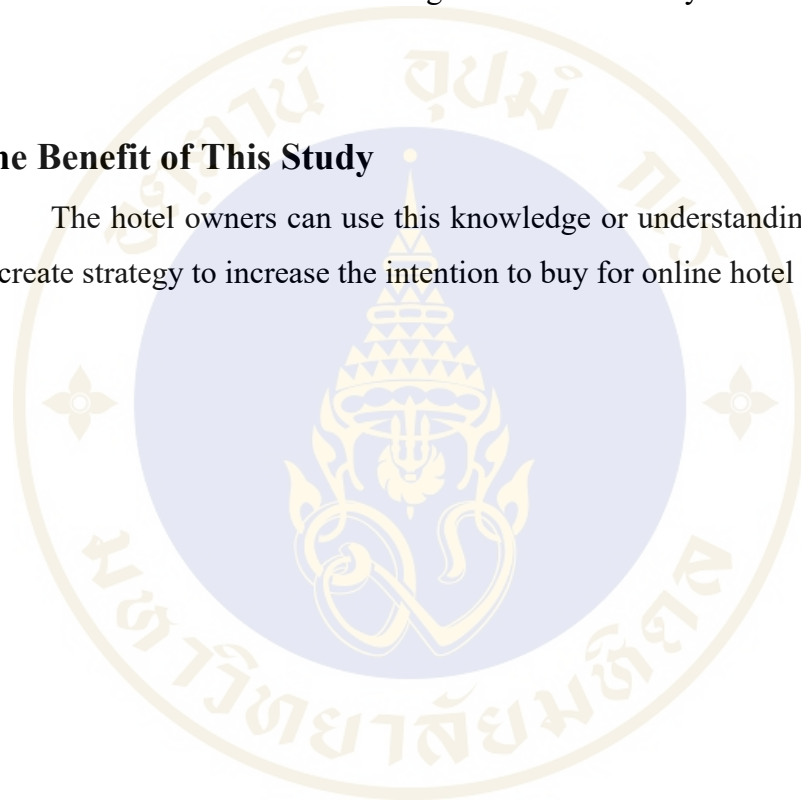
1. To understand the intention to buy/use of online hotel booking.
2. To identify the factor affecting the intention to buy for online hotel booking.

1.3 Research Question

1. What is the intention to buy/use of online hotel booking?
2. What is the factor affecting the intention to buy/use?

1.4 The Benefit of This Study

The hotel owners can use this knowledge or understanding to develop the plan or create strategy to increase the intention to buy for online hotel booking.



CHAPTER II

LITERATURE REVIEW

The tourism industry here in Thailand was one of the largest industries and revenue for Thailand followed by the Manufacturing industry and Agriculture and due to the inbound of international tourist and also domestic tourists were increased in previous 20 years (Liua, Lib, & Parkpian, 2018). So, there will be a plenty choice for people to select the hotel for their vacation or business depending on each purpose and this study will focus on how people choose hotel throughout online platform especially in Thailand to understand the behavior, factor or criteria of people before they select to stay in particular or specific hotel and it would help the hotel business owner to develop those factors in the future.

2.1 Theoretical framework

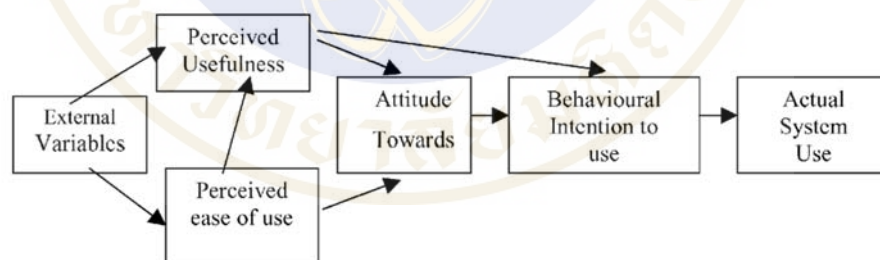


Figure 2.1 The original technology acceptance model Fred Davis by Fred Davis

Technology acceptance model or TAM is one of very famous and recognized model to define and examine the role between factor that involve with information technology especially in term of relation between attitude toward intention to buy/use of the customer (Lederera, Maupinb, Senac, & Zhuang, 2000) and some valuable data between each variable toward the usage of the customer in term of information technology can be seen in TAM model as well. (Legrisa, Inghamb, & Collerettec, 2003). So, the

TAM model can be one of the factors to use in this study and some factors that affect customer selection of online hotel booking as follows:

2.2 Perceived ease of use

Perceived ease of use this word was defined by Fred D. Davis (Davis, 1989) about the level, ability or limitation of people that believe in the function of the system that provides for the customer to use in the different platform. Nonetheless, as mobile services are becoming complicated and superior with new features, i.e. personalization by algorithm basis -that help user cluster the data and analytics to match the user's interest (Senthilnath, Omkar, & Mani, 2011).

Ease of use that affect other attributes in term of using or generating the belief and of using the system that he or she can effort from the system (Segars & Grover, 1993). That will help to understand the function and the Internet literacy of each person toward the function of each hotel booking online website that provides to the customer will impact the selection of each website or not.

2.3 Brand awareness

One of the elements that making people select or making the reservation via online platform to that particular hotel can be the brand awareness and brand knowledge toward the brand of each hotel (Xu & Chan, 2010). Brand awareness describes as the ability of people or customer to remember about that brand maybe from brand names, logos, and associate to the brand that belongs to certain product/service classification (Aaker, 1996). Frequently brand awareness can be known and aware of brand recognition and brand reminder (KELLER, 2003) So, brand awareness or brand knowledge of customer in the hotel business that can lead the customer to select and either lead to other perception of another attribute as well.

2.4 Perceived Price

Price is the one of an important factors and big major for deciding to buy product and service (Chiang PhD. & Jang, 2007) and customer always expect the return of price that they going to pay or we can define as the “you get what you pay” as the definition of pricing (Chiang PhD. & Jang, 2007). If the customer tends to pay less in the term of choosing the hotel, the less of quality and service that they will get in return is the circumstance of the hotel’s price as well (LambYael, Kathleen J., Hershkowitz, & Horowitz, 2000). Perceived Quality, Perceived Value and Purchase intention can be the result of choosing the specific price range as the result of the perceived price is the expectation of customer in term of Quality that the hotel will offer after they arrive in that chosen hotel including service quality, facility, and environment of the hotel as well.

2.5 Electronic Word-of-Mouth (eWOM)

Old-style word-of-mouth use to be a major tool for customers to decide between buying thing or selecting the service (Richins & Shaffer, 1988). But now, according to the widespread of using the Internet has rapidly increased worldwide (Pandita, 2017) eWOM (Electronic Worth-of-Mouth) can be one of the factors that customer will use for selecting goods or service.

Table 2.1 Penetration and Usage of the Internet at Continental Level as on March 31, 2017

Continent	Population	Internet Users	Penetration % age	Global Internet Share % age
Africa	1,246,504,865	345,676,501	27.73	9.26
Asia	4,398,505,246	2,015,788,419	45.83	54.01
Europe	822,710,362	636,971,824	77.42	17.07
North America	363,224,006	320,068,243	88.12	8.58
South America	647,604,645	385,919,382	59.59	10.34
Oceania	40,479,846	27,549,054	68.06	0.74
World	7,519,028,970	3,731,973,423	49.63	100

Source: Internet World Statistics (www.internetworldstats.com)

Thus, as per to the chart about the user of an Internet become increasing every day and spread out the many continents, the Electronic Word-Of-Mouth (eWOM) can be form in many ways such as Web-based opinion platforms, blog for discussion, review Web sites or newsgroups (Hennig, Gwinner, Walsh, & Gremler, 2004). So, online user reviews or eWOM can be the most important influence for an online hotel booking. As for the hotel owner, managers and management team should prevent the bad reviews in the hotel booking website because the serious reviews, especially for those who were posted on a third-party website such as review website i.e. pantip.com about the hotel can impact the selection of the hotel for the new customer from the criteria of hotel selection.

2.6 Customer Relationship Management (CRM)

Customer Relationship Management can be the tool for not only hotel but also in the company or organization to build the relationship in both positive and negative between customers and organization (Liu & Zhang, 2014) and on the customer side the Customer- Relationship Management (CRM) can be described as the customer-focused business strategies that customer can have an idea about the organization in term of operation or customer's focus of that particular hotel or organization (Chalmeta, 2006). And this factor would be the helpful factor for the website or hotel who have to deal with a direct customer or end customer which could help them building the relationship with the customer and it could make the customer has a satisfaction toward the hotel or organization by using customer relationship management when the organization has the good management in this factor (Buttle, 2004)

2.7 The conceptual Framework

In order to understand and find the factor that might affect the intention to buy or use of customer toward the online hotel booking in Thailand and according to the literature reviews can be formed the conceptual framework with these factors, perceived ease of use, brand knowledge, perceived price, Electronic Word of Mouth (eWOM) and also Customer Relationship Management (CRM) which can see as the figure 2.2

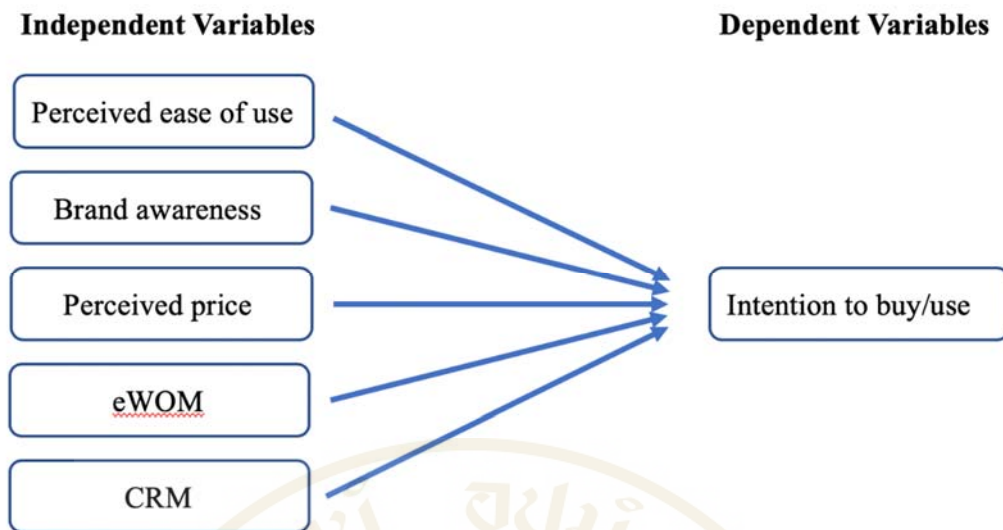


Figure 2.2 The Conceptual Framework

After the literature review about the factors that could affect the customer selection in term of customer's selection of online hotel booking channel, that the next chapter would be the research methodology of this study to see and check that the factor that we have a hypothesis in this study would be correlated between each factor that would lead the intention to buy or not.

CHAPTER III

RESEARCH METHODOLOGY

The objective of this study is to identify preference of current or old users who had used or experienced the service of Online Hotel Booking websites before in past six months to ensure that the data that we collect still valid and updated and the methodology that will use in this study will be Qualitative the understand the in-dept feeling or the answer from the focus group and Quantitative the see the correlation between sample and respondents and both methodologies will be approaching and including a focus group discussion of all sectors that might involve in this study.

3.1 In-depth Interview

The interview will use open-ended questions to urge the interviewees for expressing their feeling that might be relevant to the factors of this study and it will be focusing from end-user experience (from the customer side) which can see the hidden information or feeling from the real customers toward the criteria of their selection before making the hotel reservation online.

3.2 Sample

As per this study will have both Qualitative and Quantitative which could be an advantage in term of cross-checking whether the data or information that we collect is effective and relevant to the study or not. Qualitative, the sample will be focusing on real customer or end customer who has used the service of online hotel reservation, this will expand the hidden feeling that he or she might have in the past or currently in both of positive and negative experiences toward the service that he or she might have from using the online hotel booking service and what are the things that he or she wants the website should have in the future. Quantitative, the sample for the survey would be

around 125-150 samples by using “Online Questionnaire” (google form) by using the screening question the beginning of the survey to filter non-focus group out from this study for ensuring that all the sample of this study is the correct focus group which can help us in the SPSS process to see the correlation easier in the result.

3.3 Data Collection

For Qualitative, will be collected from the moment of interviewing and also the record of voice by asking the permission to record from respondent’s voice before the interview to ensure that the data be will accurate and it can rerunnable or re-checkable for the discussion of interviewees in term of data collection. For the Quantitative, will use data collection via online questionnaire (google form) which is the fastest way to get the date from focus group or respondents and it cost noting for creating the survey this platform except the Inter data usage from mobile phone operators. After getting the data then all data will be transferred into the SPSS to generate the result of the specific need of an answer.

This study will use the 4-level Likert scale to evaluate the degree of agreement. To determine the minimum and the maximum length of the 4-point Likert type scale and the Interval Scale can be calculated as $(4-1)/4 = 0.75$

Table 3.1 Likert scales

Level	Likert scales
3.26 - 4.00	Strongly agree
2.51 - 3.25	Agree
1.76 - 2.50	Disagree
1.00 - 1.75	Strongly Disagree

3.4 Reliability and Validity

The research will be using Cronbach's Alpha to measure the reliability coefficient of the questionnaire that we have created and ask to respondents and interviewees. The score of Cronbach's Alpha, the highest score should be 9 as the excellent level and the acceptable level for the research should more than 0.60 (Taber, 2017)

Table 3.2 The Use of Cronbach's Alpha

Alpha Coefficient Range	Strength of Association
0.9	Excellent
0.8 to < 0.9	Very Good
0.7 to < 0.8	Good
0.6 to < 0.7	Moderate
< 0.6	Poor

Sources: Taber (2017)

3.5 Research Instrument

Data will be collected both from Qualitative for an in-depth interview will take around 30-45 minutes for looking into the in-depth feeling or hidden information or detail from the customer sides and to see the importance needs and possibility to serve in the online hotel booking channel. Quantitative survey by using scale question between 1-4 scale on the questionnaire as 1 for strongly disagree, 2 for disagree, 3 for agree and 4 for strongly agree. By having both Qualitative and Quantitative will help this study meets the most accurate and proper result that need to do in the research and further information for improvement can be used from this study.

CHAPTER IV

DATA ANALYSIS AND FINDING

This chapter will use the data and information from all samples including Qualitative and Quantitative to analysis and finding in-depth feeling or information from the interviewee and according to the research methodology will focus on both Qualitative and Quantitative about “How people choose and what factors affecting customer selection of online hotel booking channel in Thailand” and for the constructs framework in this research would be as follows:

1. Perceived ease of use
2. Brand awareness
3. Perceived price
4. Electronic Word of Mouth (eWOM)
5. Customer Relationship Management (CRM)

All these constructs will be used for both Qualitative and Quantitative questionnaire for surveying as google form and send out to respondents by email, social media and chat application (group chat and individual chat room) also In-depth interview with six people who used to book the hotel via online booking channel to find the result for analysis to see the correlation of each group.

The purpose of the interview, to recognize the testimony or validation that each construct might apply in their knowledge and feeling that hidden inside of respondents into the study of how people choose and what factors affecting customer selection of online hotel booking channel. The finding here will draw from six people who have an experienced about the online hotel booking channel which just not only one website but they had experienced two websites or more which I can use the validation and knowledge from this group of six interviewees to clean the data from quantitative sample that might face some problems while collecting data.

4.1 Qualitative Interview

The Interview finding, the purpose of the in-depth interview is to find the validation and understand the hidden agenda, need and want from the direct people who has experienced in using online hotel booking which we can be crosschecked with the data analysis from the quantitative or the essential feeling from the interviewee that we might not gain from the quantitative survey.

Table 4.1 Interview list

Interviewee Code	Age	Income range	Education
A1	43	More than 60,000 THB	Master degree
A2	29	15,001 - 30,000 THB	Bachelor degree
A3	35	30,001 - 45,000 THB	Bachelor degree
A4	39	45,001 - 60,000 THB	Bachelor degree
A5	38	45,001 - 60,000 THB	Bachelor degree
A6	29	15,001 - 30,000 THB	Bachelor degree

4.1.1 Perceived ease of use

This topic we ask about the feeling or idea toward the ease of use that collides or relevant with the idea of TAM model that refer to level, ability or limitation of people that believe in the function of the system that provides for the customer to use in the different platform. The respondents will be asked by the same question and in the results of the interview as follows:

- A1 said that,

"I like the website that easy to do a transaction such as font color and pattern or text that readable and understandable or not complicate process that brings confusing while booking"

- A2 and A3 said that,

I like the website and application that easy to make a reservation such as text size easy to read and using easy language or the button that clearly understand

I like the website that has an easy pattern to click to process and not too hard to read or the color not to fancy or too dark.

The 3 respondents/interviewee tend to talk about the easiness of the website in term of pattern and style of the web page to be easy to read, see and process.

Asking about one-stop-service A3 and A4 said that,

Yes, I think it's good to have because everything will get done in this one-stop.

Yes, for me it's easy to calculate everything at the same time and I expect the price would be cheaper for a one-stop service website.

These two respondents seem to have the same idea of one-stop-service but the rest was thinking that not necessary for nowadays when people can check the price from different sources in just one click on the Internet.

4.1.2 Brand awareness

In this question we need to see and check the respondents about the brand awareness of some hotel that the online hotel booking website has in their list affect the customer's decision in term of using that particular website or not because from the literature "Brand awareness" describes as the ability of people or customer to remember about that brand maybe from brand names, logos, and associate to the brand that belongs to certain product/service classification (Aaker, 1996).

- A2 said that,

"the thing that comes up to my mind when I saw the 5-star hotel on the list of the website it could be the powerful and reputation that website has and make 5-star hotel also trust in that website as well"

- A3 and A4 said that,

"It's made me feel that the website has a good reputation and that why 5-star hotel wanted to cooperate with them"

"Feel good, I feel the website has more trustworthy if they have a 5-star hotel on the list."

The answers tend to be involved with perceived trust from the hotel toward the website or channel that has the 5-star hotel in their list of choices. But some respondent thought that every website seems to have a 5-star hotel on the list already and A1 seems to not care about the 5-star hotel as per he is not much booking the 5-star hotel.

4.1.3 Perceived price

Price is the one of important factor and big major for deciding to buy product and service (Chiang PhD. & Jang, 2007). But some might not worry too much about the price which we can check whether the respondents concern about this factor or not by the interview as follows:

- A2 said that,

“sometime I will travel with a group of my friends then I and my friends will be looking for the cheapest one and save money for other activities or best local restaurant.”

- A1, A3, A4, and A5 said that

“No, too cheap the quality will be too low”

“No, I choose the reasonable price instead.”

“No, mostly I choose the hotel for my vacation, so I want to treat myself in a good way by staying the good hotel. So, when it too cheap I think I will get the low quality of everything such as services, environment, and location.”

“No, I rather stay at a reasonable price.”

Most of the respondents said that the lowest price is not the best factor for them to choose the hotel especially for their vacation, they need something to retreat their vacation which they have notified that if they choose too cheap hotel then the quality of the hotel, service will be low too. But A1 said he will choose the cheapest one for saving money to do other activity instead which he concerns about the price of the hotel when traveling with his group of close friends.

4.1.4 Electronic Word of Mouth (eWOM)

Nowadays online user can review and spread their opinion about something easily by using an Internet as the tool for spreading out the comment, reviews which we can call it Electronic Word of Mouth (eWOM) (Hennig, Gwinner, Walsh, & Gremler, 2004) and it can be the most important influence for Online-hotel-bookings, then knowing and understanding the direct customer’s idea can be the great reflection of this study.

- A1, A2, A3, and A6 said that

“No, if the hotel is the one that I use to stayed but I will check the review for the hotel in other countries because I have to travel quite far and I want to check whether that hotel is worth paying or not.”

“Never, I think I mostly just stay in the hotel for sleeping then I rather check the activities around that hotel instead such as beach activities or hiking”.

“No, but sometimes, I need to know what I need to expect or unexpected if I would stay in that hotel such as the previous guest might compliant about the small parking lot then I will not stay in that hotel due to I drive a pick-up car which need a lot of space for parking.”

“No, I normally stay in the same old, routine hotel then I don’t check the review”

Asking about the review before booking, these respondents tend to not worry about the review before booking the hotel much and these respondents are a group of the male which is opposite from the group of the female who tends to check the review every time before making the reservation via online hotel booking as the answers below:

- A4 and A5 said that

Yes, I need to check and prepare if that hotel doesn’t have the restaurant or the review says the taste of restaurant is not that good then I need to check for the nearest restaurant from the hotel instead.

Yes, as the wife and mother of my kid. I want to check the best hotel that I can get from that booking.

The status of two female respondents are married and has the kid for both of them which is necessary for them to check the review and then prepare things before going to that hotel both of respondents said they don't want to face with an unexpected situation when they arrive at the hotel. So, the best way to prevent the problem is to know the problem by checking the review from the previous customer and I asked whether they believe in that review or comment they said, they know the intention of the reviewer in the comments if it too fancy or too much compliment they will notice that it faces comment. So, they will read a reasonable comment instead.

4.1.5 Customer Relationship Management (CRM)

Customer Relationship Management (CRM) can be the tool for the company or organization to build a relationship in both positive and negative between customers and the organization (Liu & Zhang, 2014). and the idea of the respondents would be the best instrument to dig down the hidden feeling about Customer Relationship Management to this study.

- A1, A2, A3, and A6 said that

“I feel great, because I use it quite often and It would be better if I could get something in return for example “one free night” or “discount” something like that”

“It would be good, but I prefer the discount and the day I purchase or book because I don’t use the hotel booking website often then I would like the discount right at that time of booking instead.”

“Yes, I think loyalty program will good for me because I think I am a heavy user for this kind of hotel booking website and if they have some loyalty program then I will keep using that website for sure.”

“Yes, due to I stay in the hotel more often than home and if it turns to be a point for me it's would be great which I can keep it for my business or my purpose, for example, free two nights at a 5-star hotel which make me enough happiness.”

Asking about the loyally program in online hotel booking website, most of the respondents who are the heavy user of the online hotel booking said it good for them due to they would have a chance to collect more point from their stays, in other hands for respondents who small user of the website tend to ignore the loyalty program but need some discount at the moment of booking instead.

- A1 and A6 said that

“I think should be around 1 hour when I ask in a working hour, but if after working hour I can wait 6 hours or the next day.”

“Not over 6 hours, I think it’s acceptable.”

Asking about the feedback from the website if they contact the website and need the responsibility, how long do they think is acceptable. So, the two respondents said 6 hours is satisfying for them but the rest of the respondents need a faster time of responding such as A3 and A4 said;

“I think 30 mins- 1 hr. should be okay with later than this time I might be frustrated.”

“For me, two hours is the maximum time that I can wait.”

These respondents concern about time of feedback that needs to be fast, the result of the interview for this factor of eWom can be said that the online hotel booking website should not respond the feedback to the customer later than 6 hours but if they are able to comply with the result of this interview and make the team respond to the customer least than 30 minutes would bring the customer satisfaction for them as well.

Next would be the analysis of quantitative which using the questionnaire in google form for reaching the many people and as many respondents as possible and to crosschecking with the qualitative research that have some relevant or not.

4.2 Quantitative

The samples were collected via Google Form, which I fast and easy from most of people because the respondent can answer the quantitative question on his/her mobile phone by clicking the link that I had sent out through many channels as I can, for example, Social media (Facebook), Chat Application (Line) which is easy for collecting and save time but the problem is the finished data that have received cannot be sure that the respondents were answered by accurizing or just click the answer by random or just click to finish the survey, that is the problem of the quantitative survey that might happen.

Table 4.2 Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	61	36.3	36.3	36.3
	Female	107	63.7	63.7	100.0
	Total	168	100.0	100.0	

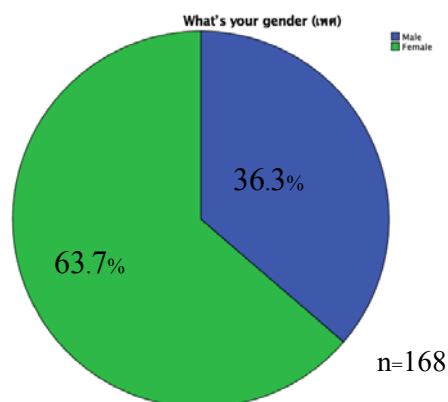


Figure 4.1 Gender

The chart shows that the gender of respondents, most are female which has 63.7% and the respondents of the male are 36.3% of all the respondents of 168 sample.

Table 4.3 Age range

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Age 25-39	136	81.0	81.0	81.0
	Age 40-60	32	19.0	19.0	100.0
	Total	168	100.0	100.0	

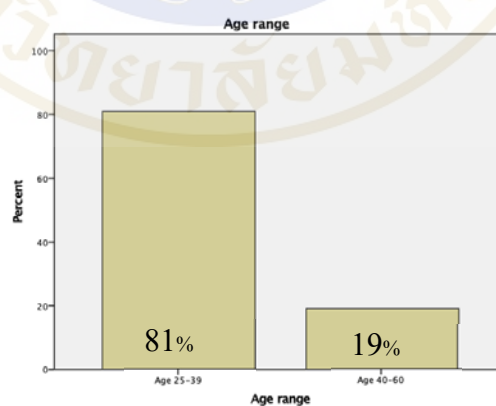


Figure 4.2 Age range

The table 4.3 and Figure 4.2 show the percentage of the respondents who answered the survey are mostly age range at 25-39 years old with the percentage of 81%

and the age range between 40-60 years old is 19% at first, the survey was created the 5 age ranges are 1) Age under 18. 2) age 18-24. 3) age 25-39. 4) age 40-60 5) age above 60. But after the data was collected most of the respondents were two groups, the hypothesis might be the questionnaire was sent in the close group of friends who have the same age range which seems to be mostly in working age.

Table 4.4 Income range

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lower than 15,000 THB	6	3.6	3.6	3.6
	15,001-30,000 THB	40	23.8	23.8	27.4
	30,001-45,000 THB	47	28.0	28.0	55.4
	45,001-60,000 THB	30	17.9	17.9	73.2
	More than 60,000 THB	45	26.8	26.8	100.0
	Total	168	100.0	100.0	

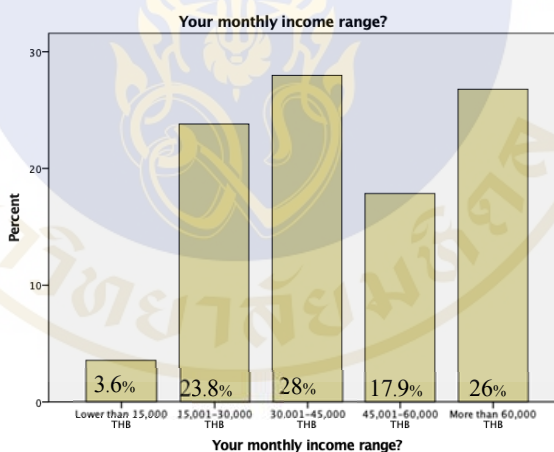


Figure 4.3 Income range

Table 4.4 and figure 4.3 shows the percentage of the respondents who answered the survey are mostly has the income range of 30,001-45,000 THB and the rest nearly the same which is not different than 10% unless the lower than 15,000 THB which has only 3.6% from the respondent which mean most of the respondent tends to be employed or have the consistency income.

Table 4.5 Respondent's occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	8	4.8	4.8	4.8
	Office worker	100	59.5	59.5	64.3
	Gov. officer	25	14.9	14.9	79.2
	Business owner	17	10.1	10.1	89.3
	Freelance	18	10.7	10.7	100.0
	Total	168	100.0	100.0	

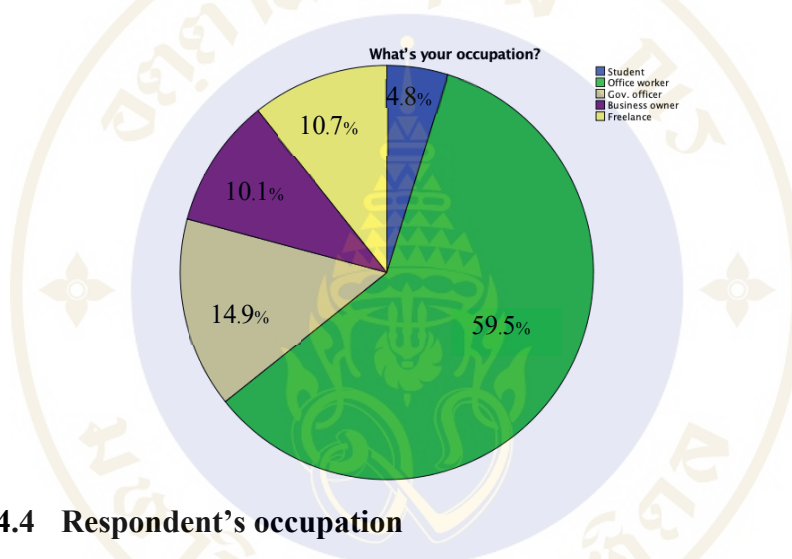
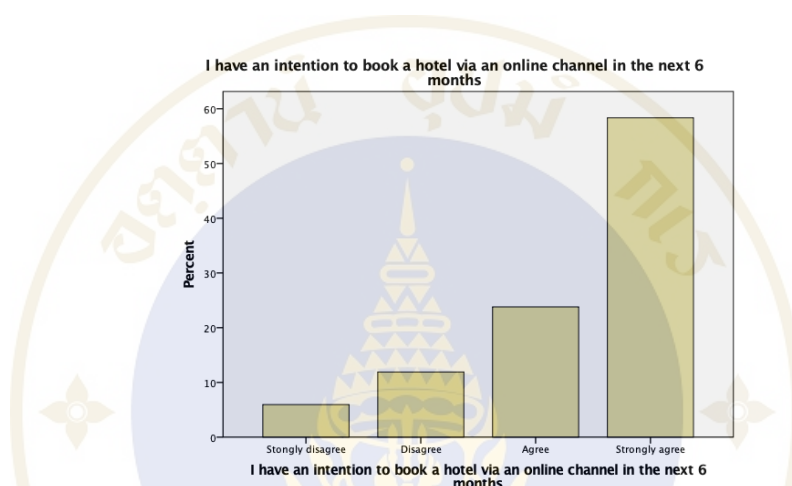
**Figure 4.4 Respondent's occupation**

Table 4.5 and figure 4.4 show the occupation of all respondent from the survey which can be divided in to 5 occupations which are 1) Student which the percentage of 4.8 which can be correlated with the income chart figure 4.1.C that has the respondents who have lower income than 15,000 THB and they might be a master degree student due to the age range of 25-39 years old. 2) an office worker in the percentage of 59.5 which is the most of all occupation from the respondents. 3) Government officer is the second rank of the respondent with the percentage of 14.9. 4) A business owner in 10.1% and the 5) Freelance with a percentage of 10.7%

Table 4.6 Intention to book a hotel via an online channel in the next 6 months

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	10	6.0	6.0	6.0
	Disagree	20	11.9	11.9	17.9
	Agree	40	23.8	23.8	41.7
	Strongly agree	98	58.3	58.3	100.0
	Total	168	100.0	100.0	

**Figure 4.5 Intention to book a hotel via an online channel in the next 6 months**

This question as the table 4.6 and figure 4.5 were asked about the intention to book a hotel via an online channel in next 6 months which has the "Strongly Agree" in the data 58.3% from all respondents and the Strongly disagree in the data only 6% from all respondent or just 10 people out of 168.

4.3 Factors Analysis

After all the data from survey has been collected the, the factor analysis will help for cutting the construct that might not be useful to analyze by cutting 1) Low factor loading which has the number lower than 0.4 and 2) Cross loading which we have to cut the number that shows in two or more factors in the component table and the last one 3) Mismatch meaning which we can see by reading the factor that might be aligned

with other factors. For this study, I have cut and derive the factor or construct into the new 4 factors and they can be renamed as follows:

1. Perceived price
2. Perceived usefulness
3. Customer Relationship Management (CRM)
4. Perceived trust

Then the next process needs to do is running the regression to find which factor has significant for this study in term finding the correlation from the samples and data collecting.

Table 4.7 Factors Analysis

Rotated Component Matrix^a				
	Component			
	1	2	3	4
I prefer a website that has a cashback program	.836			
I like the website that I can get a discount voucher or coupon to use for the next reservation	.767			
I tend to choose the website that has a loyalty program	.727			
I prefer a website that offers many options for prices and room types		.871		
I like the website that shows the condition (cancellation/payment) of the booking before making the specific room		.860		
I prefer a website that provides step and process to book the hotel since the first page		.407		
I choose the website that has the Thai language			.786	
I prefer a website that shows in the first rank when I search on google.com			.646	
I prefer to choose a website that has "Hotline" call-center 24 hrs.			.593	
I prefer to book a room from the hotel's website only			.565	
I prefer a website that my friends, relatives recommend or share on social media				.810
I prefer a website that no need to use a credit card for booking.				.777
Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 5 iterations.				

4.4 Regression

4.4.1 Linear Regression-Enter

Table 4.8 Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.866	4	1.466	1.809	.129 ^b
	Residual	132.110	163	.810		
	Total	137.976	167			

a. Dependent Variable: I have an intention to book a hotel via an online channel in the next 6 months

b. Predictors: (Constant), PerceivedTrust, CRM2, PerceivedUsefulness, PerceivedPrice

Table 4.9 Linear regression-enter coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.584	.621		4.162	.000
	PerceivedPrice	.092	.109	.074	.839	.403
	PerceivedUsefulness	.330	.177	.158	1.868	.064
	CRM2	-.145	.112	-.106	-1.289	.199
	PerceivedTrust	-.119	.095	-.101	-1.245	.215

a. Dependent Variable: I have an intention to book a hotel via an online channel in the next 6 months

Table 4.10 Linear regression-enter Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.866	4	1.466	1.809	.129 ^b
	Residual	132.110	163	.810		
	Total	137.976	167			
2	Regression	5.295	3	1.765	2.182	.092 ^c
	Residual	132.681	164	.809		
	Total	137.976	167			
3	Regression	4.296	2	2.148	2.651	.074 ^d
	Residual	133.680	165	.810		
	Total	137.976	167			
4	Regression	2.758	1	2.758	3.386	.068 ^e
	Residual	135.218	166	.815		
	Total	137.976	167			

a. Dependent Variable: I have an intention to book a hotel via an online channel in the next 6 months

b. Predictors: (Constant), PerceivedTrust, CRM2, PerceivedUsefulness, PerceivedPrice

c. Predictors: (Constant), PerceivedTrust, CRM2, PerceivedUsefulness

d. Predictors: (Constant), PerceivedTrust, PerceivedUsefulness

e. Predictors: (Constant), PerceivedUsefulness

Table 4.11 Coefficients**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.584	.621		4.162	.000
	PerceivedPrice	.092	.109	.074	.839	.403
	PerceivedUsefulness	.330	.177	.158	1.868	.064
	CRM2	-.145	.112	-.106	-1.289	.199
	PerceivedTrust	-.119	.095	-.101	-1.245	.215
2	(Constant)	2.600	.620		4.194	.000
	PerceivedUsefulness	.379	.167	.182	2.274	.024
	CRM2	-.121	.109	-.089	-1.111	.268
	PerceivedTrust	-.109	.095	-.092	-1.150	.252
3	(Constant)	2.438	.603		4.043	.000
	PerceivedUsefulness	.349	.165	.167	2.118	.036
	PerceivedTrust	-.128	.093	-.109	-1.377	.170
4	(Constant)	2.265	.591		3.830	.000
	PerceivedUsefulness	.295	.160	.141	1.840	.068

a. Dependent Variable: I have an intention to book a hotel via an online channel in the next 6 months

Table 4.12 Excluded Variables

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics	
					Tolerance	
2	PerceivedPrice	.074 ^b	.839	.403	.066	.764
3	PerceivedPrice	.044 ^c	.523	.601	.041	.818
	CRM2	-.089 ^c	-1.111	.268	-.086	.924
4	PerceivedPrice	.024 ^d	.281	.779	.022	.843
	CRM2	-.105 ^d	-1.345	.180	-.104	.956
	PerceivedTrust	-.109 ^d	-1.377	.170	-.107	.944

a. Dependent Variable: I have an intention to book a hotel via an online channel in the next 6 months

b. Predictors in the Model: (Constant), PerceivedTrust, CRM2, PerceivedUsefulness

c. Predictors in the Model: (Constant), PerceivedTrust, PerceivedUsefulness

d. Predictors in the Model: (Constant), PerceivedUsefulness

As the table of regression shows that there is no significant from the data analysis, then we have to check the reliability of the question and try to cut some questions that might affect the significant of the research.

4.5 Reliability

According to the literature review about the reliability of the question, this research will be using Cronbach's Alpha to measure the reliability coefficient of the questionnaire that we have created for respondents and interviewee. The score of Cronbach's Alpha the highest score should be 9 as the excellent level and the acceptable level for the research should more than 0.60 (Taber, 2017)

Table 4.13 The Use of Cronbach's Alpha

Alpha Coefficient Range	Strength of Association
0.9	Excellent
0.8 to < 0.9	Very Good
0.7 to < 0.8	Good
0.6 to < 0.7	Moderate
< 0.6	Poor

Sources: Taber (2017)

4.5.1 Perceived ease of use**Table 4.14 Reliability statistics for Perceived ease of use**

Reliability Statistics	
Cronbach's Alpha	N of Items
.657	8

Perceived ease of use	Cronbach's Alpha if Item Deleted
1.1 I choose the website that has the Thai language	.646
1.2 I prefer to use the website that provides both on desktop and application on mobile phone	.619
1.3 I prefer a website that provides one-stop service (hotel, flight ticket, car rental)	.606
1.4 I prefer a website that provides step and process to book the hotel since the first page	.592
1.5 I like the website that shows the condition (cancellation/payment) of booking before making the specific room	.633
1.6 I prefer a website that has a variety of payment methods	.613
1.7 I prefer a website that no need to use a credit card for booking.	.677
1.8 I choose the website have SMS/Email to confirm my reservation	.628

4.5.2 Brand awareness

Table 4.15 Reliability statistics for perceived price

Reliability Statistics	
Cronbach's Alpha	N of Items
.662	7

Perceived price	Cronbach's Alpha if Item Deleted
3.1 I prefer to choose the website that has a weekly promotion	.595
3.2 I concern only about the lowest rate that the website can offer	.624
3.3 I prefer a website that offers many options for prices and room types	.671
3.4 I always choose the lowest rate of that website	.636
3.6 I prefer a website that has a cashback program	.583
3.7 I prefer a website that offers installment payment	.656
3.5 I like the website that I can get a discount voucher or coupon to use for the next reservation	.606

4.5.4 eWOM

Table 4.16 Reliability statistics for eWOM

Reliability Statistics	
Cronbach's Alpha	N of Items
.641	6

eWOM	Cronbach's Alpha if Item Deleted
4.1 I concern about reviews and comments of the hotel before booking	.614
4.2 I concern about the reputation of the website before booking by using the Internet to search the reputation	.619
4.3 I prefer a website that my friends, relatives recommend or share on social media	.580
4.4 I always choose a website that has a prizes guarantee	.608
4.5 I like the website that has a good review in Pantip.com	.581
4.6 I prefer a website that shows in the first rank when I search on google.com	.584

4.5.5 CRM

Table 4.17 Reliability statistics for CRM

Reliability Statistics	
Cronbach's Alpha	N of Items
.627	4

CRM	Cronbach's Alpha if Item Deleted
5.1 I tend to choose the website that has a loyalty program	.592
5.2 I prefer to choose a website that has "Hotline" call-center 24 hrs.	.507
5.3 I like the website that has a live chat-box to contact the website's staff for assistance 24 hrs.	.477
5.4 I like the hotel and provide feedback within 6 hrs.	.633

All the question that has been asked to the respondents via google form tend to have an acceptable level for Cronbach's alpha level after that I have cut the low score in some question and tried to rearrange the regression the result had one significant factor but then I have tried to check the reliability of the question the result was unacceptable level then I have to analysis other correlation such as T-test and Anova for this study instead, but before T-test we have to check the mean for Standard Deviation as well.

4.5.6 Mean and Standard Deviation

This study uses 4-level Likert scale to evaluate the degree of agreement. To determine the minimum and the maximum length of the 4-point Likert type scale and the Interval Scale can be calculated as $(4-1)/4 = 0.75$

Table 4.18 Likert scales

Level	Likert scales
3.26 - 4.00	Strongly agree
2.51 - 3.25	Agree
1.76 - 2.50	Disagree
1.00 - 1.75	Strongly Disagree

Table 4.19 Mean and Standard Deviation

Mean and Standard Deviation	Level of Significant		
	Mean	Std. Deviation	Meaning
2.1 I choose the website that has a hotel that I had stayed before in the list	2.899	.9518	Agree
2.2 I prefer to choose a website that has Five Star hotels on the list (InterContinental, Hilton, Kempinski)	2.940	.9708	Agree
2.3 I prefer a website that provides a budget hotel in the list	3.411	.7608	Strongly Agree
2.4 I prefer a website that has well-known hotels on the list (Ibis, Holiday Inn, Novotel)	3.274	.7637	Strongly Agree
2.5 I like the website that offers a hotel in a good location (near Tourist Attraction, Transportation) on the list	3.661	.6270	Strongly Agree
2.6 I prefer a website that provides a variety of choice of hotels to book (Hotel, Resort, Serviced Apartment)	3.542	.7164	Strongly Agree
2.7 I prefer to book a room from the hotel's website only	2.089	1.0079	Agree
5.1 I tend to choose the website that has a loyalty program	3.107	.8893	Agree

Table 4.19 Mean and Standard Deviation (cont.)

Mean and Standard Deviation	Level of Significant		
	Mean	Std. Deviation	Meaning
5.2 I prefer to choose a website that has "Hotline" call-center 24 hrs.	3.304	.9712	Strongly Agree
5.3 I like the website that has a live chat-box to contact the website's staff for assistance 24 hrs.	3.339	.8250	Strongly Agree
5.4 I like the hotel and provide feedback within 6 hrs.	3.482	.7813	Strongly Agree
1.1 I choose the website that has the Thai language	2.607	1.0835	Agree
1.2 I prefer to use the website that provides both on desktop and application on mobile phone	3.470	.7497	Strongly Agree
1.3 I prefer a website that provides one-stop service (hotel, flight ticket, car rental)	2.786	.9918	Agree
1.4 I prefer a website that provides step and process to book the hotel since the first page	3.363	.7457	Strongly Agree
1.5 I like the website that shows the condition (cancellation/payment) of booking before making the specific room	3.833	.4468	Strongly Agree
1.6 I prefer a website that has a variety of payment methods	3.720	.5679	Strongly Agree

4.6 T-Test

Due to the respondents from this survey had only two group ranges the T-test will be used for analyzing the data shows the result of significant as follows:

4.6.1 Age range

Table 4.20 T-Test age range with Thai language

Group Statistics					
Age range		N	Mean	Std. Deviation	Std. Error Mean
1.1 I choose the website that has the Thai language	25-39	136	2.507	1.0399	.0892
	40-60	32	3.031	1.1773	.2081

Table 4.20 T-Test age range with Thai language (cont.)

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
1.1 I choose the website that has the Thai language	Equal variances	.309	.579	-2.499	166	.013	-.5239	.2096	-.9378	-.1100
	Equal variances			-2.314	43.093	.026	-.5239	.2264	-.9805	-.0673

	Gender	N	Mean	Std. Deviation	Std. Error Mean	t	Sig. (2-tailed)
1.1 I choose the website that has the Thai language	25-39	136	2.507	1.0399	.0892	-2.499	.013
	40-60	32	3.031	1.1773	.2081		

Perceived ease of use" in the variable of "I choose the website that has the Thai language" and the age range that has significant is no. 2 is the age range of "40-60 years old" tend to need the website to have the Thai language as primary language as well. For the analysis of this T-test, in order to increase the customer of age range between 40-60 the website should provide the language selection in Thai to make the people in this age range feel comfortable to use and it would increase customer's satisfaction in this age range too and for those website that could detect the algorithm or detect the age of the customer since that welcome page it also impress the customer in this age range as well.

Table 4.21 T-Test age range with review on Pantip.com

Group Statistics						
Age range	N	Mean	Std. Deviation	Std. Error Mean		
4.5 I like the website that has a good review in Pantip.com	25-39	136	3.228	.8162	.0700	
	40-60	32	2.813	1.0607	.1875	

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
4.5 I like the website that has a good review in Pantip.com	Equal variances	9.398	.003	2.439	166	.016	.4154	.1704	.0791	.7518
	Equal variances			2.076	40.062	.044	.4154	.2001	.0110	.8199

Table 4.21 T-Test age range with review on Pantip.com (cont.)

	Gender	N	Mean	Std. Deviation	Std. Error Mean	t	Sig. (2-tailed)
4.5 I like the website that has a good review in Pantip.com	25-39	136	3.228	0.8162	.0700	2.076	.044
	40-60	32	2.813	1.0607	.1875		

And the next significant is “Electronic Word of Mouth (eWom) the significant has shown in the variable of “I like the website that has good review in Pantip.com” and the age range that concern about this issue is no. 1 or the age range between “25-39 years old” this age range need to ensure their concern by checking the website “Pantip.com” this website is providing the web board where everyone can come and share thing, review or complain about product and service and let another people see and comment on their review. So, this age range tends to need more information source before making a reservation on a particular website.

The next, will be Anova analysis to see the significant that have more than two groups to check which group have significant or relevant between-group about something or have some correlation in that topic.

4.7 Anova

4.7.1 Anova of education (Price)

Table 4.22 Anova of Education and Price

ANOVA						
		Sum of Squares	df	Square	F	Sig.
3.1 I prefer to choose the website that has a weekly promotion	Between Groups	8.882	2	4.441	5.161	.007
	Within Groups	141.969	165	.860		
	Total	150.851	167			

Multiple Comparisons							
Bonferroni							
Dependent Variable			Mean	Std. Error	Sig.	95% Confidence Interval	
			Difference (I-J)			Lower Bound	Upper Bound
3.1 I prefer to choose the website that has a weekly promotion	Bachelor	Master and above	.4371*	.1480	.011	.079	.795

Education						
	ANOVA		Post Hoc : Bonferroni			
	F	Sig.	Education (I)	Education (J)	Mean Difference (I-J)	Sig.
3.1 I prefer to choose the website that has a weekly promotion	5.161	.007	Bachelor	Master and above	.4371*	0.011

As per the table above about the weekly promotion via the online hotel booking website in term of “Price's Factor” which has significant between groups especially in the group of education, it seems to be significant between “Bachelor degree” and “Master degree” about weekly promotion. To bring up a customer who is in bachelor level Weekly promotion is the most impact for them and it could increase the customer for the hotel owner if they have a deal with online hotel booking website that has weekly promotion offer to the end customer.

4.7.2 Anova of occupation (ease of use and Price)

Table 4.23 Anova of occupation between ease of use and Price

Oneway		ANOVA				
		Sum of Squares	df	Square	F	Sig.
1.1 I choose the website that has the Thai language	Between Groups	20.471	4	5.118	4.751	.001
	Within Groups	175.600	163	1.077		
	Total	196.071	167			
3.7 I prefer a website that offers installment payment	Between Groups	14.885	4	3.721	3.033	.019
	Within Groups	199.966	163	1.227		
	Total	214.851	167			

Multiple Comparisons							
Bonferroni							
Dependent Variable			Mean Differenc	Std. Error	Sig.	95% Confidence Interval	
						Lower	Upper Bound
1.1 I choose the website that has the Thai language	Government officer	Office worker/ Private employee	.8900 [*]	.2321	.002	.230	1.550
		Business owner	.9294 [*]	.3263	.050	.001	1.858
		Freelance	1.2333 [*]	.3208	.002	.320	2.146
3.7 I prefer a website that offers installment payment	Office worker/ Private empl		.8433 [*]	.2836	.034	.036	1.650

Occupation						
	ANOVA		Post Hoc : Bonferroni			
	F	Sig.	Occupation (I)	Occupation (J)	Mean Difference (I-J)	Sig.
1.1 I choose the website that has the Thai language	4.751	0.001	Government officer	Office worker/ Private employee	.8900 [*]	0.002
				Business owner	.9294 [*]	0.050
				Freelance	1.2333 [*]	0.002
3.7 I prefer a website that offers installment payment	3.033	0.019	Office worker/ Private employee	Freelance	.8433 [*]	0.034

Note : The significance levels of 0.05.

The Anova table 4.23. about the occupation in two different factors, ease of use and Price factor. For the ease of use in question of “I choose the website that has Thai language” seem to be significant or impact with government officer then the website should provide the language selection in Thai in this occupation which we can assume that this person are work with official government documents which has the Thai language

as the government language, then having the Thai providing in online hotel booking must be helpful for them to book and proceed the booking.

For the price, in question of “I prefer a website that offers installment payment” which significant shown in occupation of “Office worker/private employee” then the website should provide the installment in this occupation’s section in order to have more customer in this section and we can assume that office worker/private employee is the one who works to get an income monthly which can be useful for this customer that they do not need to pay the whole payment but can be installed and for the freelance occupation, they seem to get money job by job which is quite difficult for them to manage the payment monthly or installment and it might not be a good idea for some website to have installment payment for those who are in the freelance section. So, the website can be used this advantage benefit about installment for people who are office worker/private employee only.

4.7.3 Anova of income (Ease of use and price)

Table 4.24 Anova of income between ease of use and Price

Oneway						
ANOVA						
		Sum of Squares	df	Square	F	Sig.
1.7 I prefer a website that no need to use a credit card for booking.	Between Groups	15.727	4	3.932	3.879	.005
	Within Groups	165.220	163	1.014		
	Total	180.946	167			
2.3 I prefer a website that provides a budget hotel in the list	Between Groups	5.675	4	1.419	2.542	.042
	Within Groups	90.986	163	.558		
	Total	96.661	167			
3.4 I always choose the lowest rate of that website	Between Groups	15.016	4	3.754	3.833	.005
	Within Groups	159.645	163	.979		
	Total	174.661	167			
3.7 I prefer a website that offers installment payment	Between Groups	13.210	4	3.303	2.670	.034
	Within Groups	201.641	163	1.237		
	Total	214.851	167			

Multiple Comparisons						
Bonferroni						
Dependent Variable			Mean Difference	Std. Error	Sig.	95% Confidence Interval Lower Upper Bound
1.7 I prefer a website that no need to use a credit card for booking.	More than 60,000 THB	15,001-30,000 THB	-.7056 [*]	.2188	.015	-1.328 - .083
		30,001-45,000 THB	-.6917 [*]	.2100	.012	-1.289 - .094
2.3 I prefer a website that provides a budget hotel in the list	15,001-30,000 THB	More than 60,000 THB	.4667 [*]	.1624	.046	.005 .929
		30,001-45,000 THB	.8000 [*]	.2151	.003	.188 1.412
3.7 I prefer a website that offers installment payment	30,001-45,000 THB	More than 60,000 THB	.7466 [*]	.2320	.016	.086 1.407

*. The mean difference is significant at the 0.05 level.

Table 4.24 Anova of income between ease of use and Price (cont.)

Income						
	ANOVA		Post Hoc : Bonferroni			
	F	Sig.	Income (I)	Income (J)	Mean Difference (I,J)	Sig.
1.7 I prefer a website that no need to use a credit card for booking.	3.879	0.005	More than 60,000 THB	15,001-30,000 THB	-.7056*	0.015
				30,001-45,000 THB	-.6917*	0.012
2. 3 I prefer a website that provides a budget hotel in the list	2.542	0.042	15,001-30,000 THB	More than 60,000 THB	.4667*	0.046
3.4 I always choose the lowest rate of that website	3.833	0.005	15,001-30,000 THB	More than 60,000 THB	.8000*	0.003
3.7 I prefer a website that offers installment payment	3.033	0.034	30,001-45,000 THB	More than 60,000 THB	.7466*	0.016

Note : The significance levels of 0.05.

The Anova table 4.24. shown about the respondents' income that has significant in many factors such as ease of use, brand, and price. The respondents who have income more than 60,000 THB have preferred the website that no need the credit card for booking but for those who have an income lower than 60,000 THB they are not worried about using a credit card for booking. The group of income in range of 15,001-30,000 THB are worried about the price of the hotel which is good for the budget hotel to increase the customer of this income range and the late income range is 30,001-45,000 THB the respondents from this income range can be used for the website who has the option of installment payment to capture the people who are in this income range.

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

In conclusion, considering to analysis the regression seems to have a problem with the data collecting because the result shows no significant in all variable even I have the good structure of factor analysis. For factor analysis, the new factors are 4 factors from 5 factors at the beginning and hypothesis, and it can be renamed almost similar to the same name but the factor that needs to be changed is "Perceived trust" the result from respondents seems to concern about trust both of customers' side. The customers' side they need to be trusted from the website by not asking the proof such as credit card from the customer and trust from the customer toward online hotel booking website and hotel the factor that shows in the factor analysis about "Perceived Trust" is customer tend to believe in website that his/her friends recommend on the social media which could make the customer trusts in website's reputation more than website promote themselves on the Internet or social media. For anova result shown the significant in factor of CRM which significant in gender issues that they need something to ensure that booking has complete and also the factor about ease of use, it seem to have a language factor in the result that significant shown in the age range of 41-60 years old which can be assumed that the language can be effect intention for buying and making reservation in this group range after that we need to capture the user by algorithm program for those who have age around this range to show and display in Thai or can be adapted to other languages.

For In-depth interview, this qualitative research will use to see the in-depth information or knowledge that respondents have toward the online hotel booking website and It is a chance to know the deep feeling or information of the respondents for example, at the first of the research the factor that I think was powerful in term of choosing the website for hotel booking was "Perceived price" but most of the respondents did not concern about the price or have information about the price in term of expectation,

when they book the low price in the list of online hotel booking, they would have a low expectation in return. And also, the factor of “Perceived usefulness” almost respondents need the website that has easy feature including font, text, color or step in processing to be easiest one, and one of the respondents was said about the routine function for those who heavy user and they want to just press one button to re-booking in the same hotel that he or she used to stay or frequency stay in that hotel.

5.2 Recommendation

From all information, result and data that we have done from the survey and interview can be used to make the online booking hotel website to have more attractive to the end-users and also hotel owner for making both of them has more satisfaction with each other which the website should improve as follows:

1. The pattern of the website, display and the welcome page or landing page need to be clean and readable text, reduce flashing animation. Use the easy language or capture the language that the customer uses to make them feel friendly to proceed.
2. Algorithm for the price, if the customer is the member or used to book in the particular website and the system knows that he or she used to stay in some certain price range of the hotel, then the website should just show the price that he or she effort about, but also has some button to show the lowest price instead. And also, the website needs to show the total all price at the first display because many websites tend to show the low price but when the customer need to book, they have been some add-on price at the end before press pay and book.
3. The comment or review should be filtered from the real customer only; the website should have a function to screen scam to write the comment to make that review and comment come from the real customer who experiences the hotel directly.
4. The Customer Relationship Management needs to be acting fast, there will be a lot of question during the process of booking and it would be good for customer get the feedback right away when asking to the website. Now there are many websites in some other product and service that has AI (Artificial Intelligent) to answer some frequent question from customer and answer to the customer right away in minutes which could help the website increase more customer satisfaction as well.

5.3 Limitation

The study was conducted for thematic paper for College of Management Mahidol University which could have credibility or trustworthy toward respondents and interviewee, however, there are some limitations in this study.

First, the literature mostly is conduct in other countries which might have differentiation in term of demographic, psychographic which can create some error in term of setting the questionnaire that that would lead to insignificant in data analysis.

Second, the data collecting seems to be uncontrol due to the data analysis in regression did not show any significant at all which might be the controlling of the survey and willingness of the respondents toward the survey or the question seem to be confused for the respondents.

Third, the demographics of the sample seems to have a small variety, for example, the age range that occurs in data analysis tend to have just two age ranges between 25-39 years old and 40-60 years old which is narrow sample to capture for and also the income, education background also narrow range to compare or find the correlation.

And Finally, the respondents are from the customer side which make the study lack of validation from the people who work and have an experienced in "Online hotel booking website" for example, people who work for agoda.com or booking.com to cross-check the ability and limitation or law and regulation that the websites can do to make this study accurate and validation to the data and study.

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Appendix A: Qualitative questionnaire

Screening Question by opening the conversation

1. Have you ever made a hotel reservation online via desktop or mobile application before?
2. What channel, website or platform did you recently used?
3. How often do you use this channel, website or platform for hotel booking?

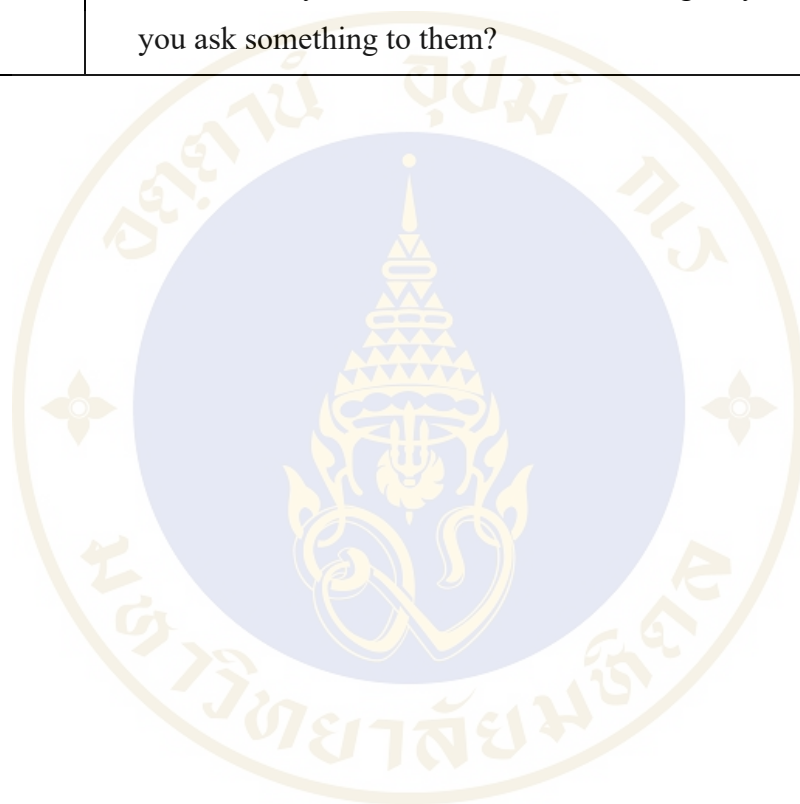
Perceived ease of use	1. Do you like the website that eases for using and how?
	2. How do you feel if the website provides you instruction of every step of the booking process?
	3. How do you feel if the website has provided condition before booking such as cancellation policy, payment policy?
	4. Do you like the website that has provided flight ticket and car rental on the same website page?

Hotel brand awareness	1. Do you prefer to book a hotel on the website that has a variety of hotel's choices?
	2. How do you feel when you see Five Star hotel on the list of particular websites?
	3. How do you feel when you see the hotel that you know on the list of the website?

Perceived price	1. Do you always prefer the cheapest rate of the hotel that the website can offer?
	2. Do you like the website that offers you a weekly promotion?
	3. Do you prefer to cut some service such as breakfast to get the cheaper price?
	4. How do you feel if the website provides installment payment?

eWOM	1. Do you like to check the review before booking every time?
	2. Do you trust stranger on the Internet or people you know?
	3. Do you like to check Pantip.com before booking?

CRM	1. How do you feel if the website offers the loyalty program?
	2. How do you feel if the website provides Call Center and Live Chat Box for you to contact them anytime?
	3. How fast do you think the website should give you feedback when you ask something to them?



Appendix B: Quantitative questionnaire

Screening Question

1. Have you ever made a hotel reservation online before?

- Yes
 No (Thank you for your time)

2. What is the latest online channel that you have made a hotel reservation in the past six months? (Choose more than one)

- Direct to hotel website
 Booking.com
 Hotels.com
 Other please specify.....
- Agoda.com
 Expedia.com
 Traveloka

3. From previous answer, which one you use the most

- Direct to hotel website
 Booking.com
 Hotels.com
 Other please specify.....
- Agoda.com
 Expedia.com
 Traveloka

4. How often do you use an online channel to book the hotel?

- 1-3 times per week
 Monthly
 2-3 times per year
- Weekly
 Quarterly
 Once a year

Construct Questions

NO.	Question	Strongly disagree 1	Disagree 2	Agree 3	Strongly agree 4
Perceived ease of use					
1	I choose the website that has the Thai language				
2	I prefer to use the website that provides both on desktop and application on mobile phone				
3	I prefer a website that provides one-stop service (hotel, flight ticket, car rental)				
4	I prefer a website that provides step and process to book the hotel since the first page				
5	I like the website that shows the condition (cancellation/payment) of booking before making the specific room.				
6	I prefer a website that has a variety of payment methods				
7	I prefer a website that no need to use a credit card for booking?				
8	I choose the website have SMS/Email to confirm my reservation				
Hotel brand awareness					
1	I choose the website that has a hotel that I had stayed before in the list				
2	I prefer to choose a website that has Five Star hotels on the list (Inter Continental, Hilton, Kempinski)				

NO.	Question	Strongly disagree 1	Disagree 2	Agree 3	Strongly agree 4
3	I prefer a website that provides a budget hotel in the list				
4	I prefer a website that has well-known hotels on the list (Ibis, Holiday Inn, Novotel)				
5	I like the website that offers a hotel in a good location on the list				
6	I prefer a website that provides a variety of choice of hotels to book				
7	I prefer to book a room from the hotel's website only				
Perceived price					
1	I prefer to choose the website that has a weekly promotion				
2	I concern only about the lowest rate that the website can offer				
3	I prefer a website that offers many options for prices and room types				
4	I always choose the lowest rate of that website				
5	I like the website that I can get a voucher or coupon to use for the next reservation				
6	I prefer a website that has a cashback program				
7	I prefer a website that offers installment payment				

NO.	Question	Strongly disagree 1	Disagree 2	Agree 3	Strongly agree 4
eWOM					
1	I concern about reviews and comments of the hotel before booking				
2	I concern about the reputation of the website before booking by using the Internet to search the reputation				
3	I prefer a website that my friends, relatives recommend or share on social media				
4	I always choose a website that has a prize guarantee				
5	I like the website that has a good review in Pantip.com				
6	I prefer a website that shows in the first rank when I search on google.com				
Customer Relationship Management (CRM)					
1	I tend to choose the website that has a loyalty program				
2	I prefer to choose a website that has "Hotline" call-center 24 hrs.				
3	I like the website that has a chat-box to contact the website's staff for assistance 24 hrs.				
4	I like the hotel and provide feedback within 6 hrs.				
Intention to buy/use					
1	I have an intention to book a hotel via an online channel in the next 6 months				

Demographic Questions

1. What's your gender?

- Male Female

2. Age range?

- Under 18 18-24 25-39
 40-60 Over 60

3. Education?

- High school/ Diploma or lower Bachelor degree
 Master degree Ph.D. and above

3. What's your occupation?

- Student/College student
 Office worker/ Private employee
 Government Officer
 Business owner
 Freelance
 Others.....

4. Monthly income range?

- Lower than 15,000 THB 15,001 - 30,000 THB
 30,001 - 45,000 THB 45,001 - 60,000 THB
 More than 60,000 THB