THE EFFECT OF HOTEL REVENUE MANAGEMENT PRACTICES ON PERCEIVED FAIRNESS, TRUST, SATISFACTION AND CUSTOMER LOYALTY: A STUDY ON DOMESTIC TOURISTS STAYING AT 3 - 5 STAR HOTELS IN THAILAND

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ABSTRACT

Revenue management allows hotels to fully maximise their revenue from their relatively fixed perishable inventory. However, from the customers viewpoint, such price discrimination can lead to negative perceptions toward hotels. Hence, it is crucial for hotels to maximise revenue, while at the same time being perceived as fair from the viewpoint of customers. With this idea, this study was conducted to understand the relationship among hotel revenue management practices, perceived fairness, trust, satisfaction, and customer loyalty. This study focused on domestic tourists in Thailand that have stayed at 3 - 5 Star hotels. A quantitative method is used for this study; 417 samples were collected from online questionnaire surveys. The finding of this study emphasised the effect of familiarity with revenue management practices on perceived fairness and trust, while perceived fairness and trust have an impact on satisfaction. Attitudinal loyalty is influenced by perceived fairness and satisfaction. The study also found out that attitudinal loyalty leads to behavioural loyalty. Another highlighted finding is the importance of information adequacy toward all variables of this study.

KEY WORDS: Revenue Management/ Perceived Fairness/ Trust/ Satisfaction/ Customer Loyalty

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CHAPTER I
INTRODUCTION

1.1 From Airline Yield Management to Hotel Revenue Management

1.1.1 Yield Management

The application of yield management was introduced by the airline industry before other hospitality businesses adopted the concept into their industry (Cross et al., 2008; Kimes, 1994). Kimes defined yield management as the method of selling the right inventory to the right customer segment, for the right price (1989a); and at the right time (1989b). Yield management was implemented to maximise revenue per available seat in the airline industry (Denizci Guillet & Mohammed, 2015), as many airlines flew with millions of empty seats each year (Cross et al., 2010). Because airlines are likely to fill all their seats with full-fare tickets in every flight, they tend to fill the empty seat by offering a lower fare; after applying yield management, many airlines have reported a 5% increase in revenue (Kimes, 1989b).

1.1.2 Similar Characteristic Between Airlines and Hotels

Kimes (1989a) pointed out that the similar characteristics between the airline industry and the hotel industry make it possible for the hotel industry to adopt the concept of yield management. The study pointed out 6 main characteristics of a business that are appropriate to the uses of yield management which are: having a relatively fixed capacity, having segmented markets, possessing perishable inventory, selling products in advance, facing fluctuated demand, and having low marginal sales costs but high marginal production costs.

First, having a relatively fixed capacity means that it is costly for hotels to increase its capacity. When hotels were built, it might not be possible for them to add one more room to their inventory without needing to add another building. Therefore, hotels need to utilise the existing capacity, this is where the concept of yield management can be applied to maximise the revenue from relatively fixed capacity.

Second, having segmented markets means that hotels can group their customers into different types, depending on their needs and level of price sensitivity. For example, leisure and business travellers would have different needs and different levels of price sensitivity. With segmented markets that divide customers into groups, yield management can be applied.

Third, possessing perishable inventory means that hotels will not be able to carry over the inventory to the next day if it is not sold on that day. For instance, if a hotel has 100 rooms, and they have sold 90 rooms today, it is not possible for the hotel to save the 10 unoccupied rooms and sell 110 rooms tomorrow; they will have 100 rooms each day no matter how much room has been sold in the previous days. As the inventory is perishable, the concept of yield management can be applied to help hotels deal with unoccupied rooms by adjusting the price like how the airlines industry deals with the empty seat problem.

Fourth, selling products in advance means that guests have a choice either to reserve a hotel room in advance or to walk in at the last minute at the hotel to get a room. With these choices, it leaves hotels options whether to accept early bookings from group reservations which might come in with a lower rate or to wait for customers that are willing to pay for a higher rate; yield management concept can help the hotel make the decision.

Fifth, facing fluctuated demand means that the demand levels are not the same between each day of the week, month, season, or year. For instance, some hotels may have higher demand level during weekends than weekdays, and higher demand level on specific seasons of each year. With the knowledge of fluctuating demand, the concept of yield management can be applied to help hotels to increase their occupancy rate during low demand periods by reducing the price and maximising the revenue during high demand periods by increasing the price.

Sixth, having low marginal sales costs but high marginal production costs means that the additional cost of selling one more room is considerably low. However, to increase another room is very costly because of the relatively fixed capacity. As the overall cost would not differ much by selling another room, hotels will try to sell as many rooms as possible to reach full capacity, this provides an opportunity for yield management concepts to be applied to maximise the revenue from the existing capacity.

With these six similar characteristics that are appropriate for the application of yield management (Kimes, 1989a), the hotel industry has adopted the concept, which later evolved into revenue management, where not only yield per inventory unit is considered but ancillary revenue and sale costs are also considered (Denizci Guillet, 2020).

1.2 Revenue Management in Hotel Industry

1.2.1 Definition of Revenue Management

Revenue management is popularly defined as the process of selling the right capacity to the right customer for the right price, at the right time, through the right channel (Guillet, 2020). Kimes and Wirtz (2003) mentioned that revenue management combined the application of pricing strategies and information systems that would lead to achieving each 'right'. The study also explains that in practice, revenue management is to set the rates according to the forecasted demand quantity, to allow low-purchasing-power-customers to be able to book in a slow period while at the same time, allowing high-purchasing-power-customers to book during peak periods.

Another definition of revenue management is the combination of art and science of demand forecasting, while at the same time configuring the rate and availability of the inventory in regard to certain demand groups (Erdem & Jiang, 2016). To be more specific, similar to the airline industry, hotels look at the historical data and booking patterns to adjust the rates and availability according to the level of the demand forecast.

1.2.2 Evolution of Revenue Management Practice in the Hotel Industry

Traditionally, revenue management was considered as a standalone tactical approach that only dealt with room management; however, the trend of revenue management shifted from a tactical approach to a strategic approach and integrated with other functions such as marketing and operations (Wang et al., 2015). Furthermore, in the early stage of revenue management in the hotel industry, the role of revenue manager was only to manage the predefined room rates to balance rates and occupancy, however, the scope of revenue management expanded, which made the tasks of pricing and

managing all sources of revenue - not only room revenue - become the responsibility of the revenue management department (Noone et al., 2011).

The term for managing all revenue streams of the hotel is defined as 'Total Hotel Revenue Management', where the application of revenue management goes beyond room division (Noone et al., 2017). The given examples of the Total Hotel Revenue Management are the application of revenue management in restaurants, function spaces, and the shift in the focus of room revenue on the top line, to the bottom-line profit.

In addition, the trend of revenue management practice has shifted from inventory-centric revenue management, to become customer-centric revenue management (Wang et al., 2015). The study explained that the integration between revenue management and customer relationship management is a major advancement of the field. Erdem and Jiang (2016) also explained that customer-centric revenue management makes use of customer data to target the most valuable customers. In practice, revenue management methods integrate the information of customer preference from the loyalty programme to execute new strategies (Mainzer, 2004).

However, as revenue management moved toward the customer-centric approach, the question of price fairness in the perception of customers arose. Denizci Guillet (2020) examined the evolution of revenue management literature in the hospitality industry from 1983 - 2018 and found out that the domain of customer perceptions on pricing was introduced in the period of 1999 - 2003 which is the same period that consumer behaviour and behavioural economic domain was introduced. Then, during 2004 - 2008, the domain of customer perceptions on pricing evolved into the domain of price fairness perceptions, which its appearance can be seen in all periods proposed in the study, up until 2018. Studies about price fairness in revenue management are still evidenced in recent years (Lee et al., 2020; Méatchi & Camus, 2020; Vu et al., 2020).

1.3 The Scope of This Study

The perceived fairness in price becomes a concern in revenue management field as the pricing strategy leads to price discrimination. In the hotel industry, price

discrimination means that different customers are charged with different prices for the same rooms (Ivanov & Zhechev, 2012). Vu et al (2020) found out that price discrimination has an impact on perceived fairness, price acceptance and behavioural loyalty. Other negative outcomes of unfair perception are firm profitability, dissatisfaction, purchase intention, complaining, and spreading negative words (Wirtz & Kimes, 2007). So, it is crucial to understand what customers feel about revenue management practices because revenue management practices have an impact on perceived fairness, which further lead to other consequences. Therefore, this study will examine the effect of hotel revenue management practices on perceived fairness, together with trust, satisfaction, and customer loyalty.

As this study is conducted during the outbreak of COVID-19 pandemics, where restrictions for international travel are posed, this study will focus on domestic tourists in Thailand. In addition, the scope of this study is limited to 3-5 Star hotels, where revenue management practices are commonly applied. Since revenue management tasks became more complex, the placement of revenue management shifted from room division to sales and marketing division, and finally, revenue management became a standalone division (Kimes, 2016); hotels that can fully apply revenue management need to have a person who oversees revenue management tasks. Smaller hotels that do not have revenue management departments will not be able to fully perform revenue management practices, as they will only be able to perform simple revenue management tasks such as opening and closing room rates, but not complex ones such as pricing, forecasting, and marketing analytics. Ferguson and Smith (2014) mentioned that larger hotels tend to gain more benefits from revenue management practices as they can hire a full-time revenue manager, while smaller hotels face cost constraints. Therefore, as smaller hotels might not have the capacity to perform complex revenue management practices, they are filtered out for this study.

With this context, it makes this study a novelty as there are no past studies on the effect of hotel revenue management practices on the perception of fairness, trust, satisfaction, and customer loyalty on domestic tourists in Thailand; a past study (Charuvatana, 2019) on dynamic pricing and price fairness perception in Thailand was conducted in the context of international tourists in five-star hotels in Bangkok. In addition, this study would explore the effect of the “We Travel Together” campaign on

each variable of this study. This campaign was the government subsidiary campaign to encourage people to travel domestically to boost tourism revenue during the international flight ban by subsidising 40% of the hotel room rate.

Therefore, this study will examine the effect of hotel revenue management practices on perceived fairness, trust, satisfaction, and customer loyalty. Factors that are related to hotels revenue management such as familiarity with hotel revenue management practices and information adequacy would also be taken into account. In addition, differences among demographic factors and customers' behaviour on hotel reservations would also be examined as well. Hence, there are three main questions that this study will answer:

1.4 Research Questions

1) Do revenue management practices and relating factors have an impact on perceived fairness, trust, satisfaction, and customer loyalty?

2) Do perceived fairness, trust and satisfaction have an impact on customer loyalty in the context of hotel revenue management?

3) Do customers with different demographic backgrounds and hotel reservation behaviours have different levels of familiarity with revenue management practices, perceived fairness, trust, satisfaction, and customer loyalty?

1.5 Research Objectives

1) To examine the influences of revenue management practices and relating factors on perceived fairness, trust, satisfaction, and customer loyalty.

2) To examine the influences of perceived fairness, trust, and satisfaction on customer loyalty in the context of hotel revenue management.

3) To examine the differences in the level of familiarity with revenue management practices, perceived fairness, trust, satisfaction, and customer loyalty between customers with different demographic backgrounds and hotel reservation behaviours.

CHAPTER II
LITERATURE REVIEW

2.1 Rate Fences

Rate fences are the common technique of revenue management practice, which are associated with price discrimination (Biełuszko & Marciszewska, 2018). Price discrimination is defined as selling the same product or service, for different prices to different customers (Yadin, 2002). Similarly, rate fences are sets of rules posed by hotels to let customers self-segment according to their behaviours, needs, and willingness to pay (Denizci Guillet et al., 2015); for instance, customers with lower purchasing power will have to accept certain restrictions to get the lower rate (Kimes & Wirtz, 2003).

Wirtz and Kimes (2007) categorised rate fences into two main categories which are physical rate fences, and non-physical rate fences. Physical rate fences refer to product-related attributes, in the context of the hotel industry, examples of common physical fences are the size of the hotel room, free breakfast, airport transfer and separate check-in counter. On the other hand, non-physical fences include the characteristics of transaction, consumption, and buyer. In terms of transaction characteristics, common rate fences are advance purchase rates, rate disparity in selling channels, and non-refundable cancellation policy. While restrictions such as required minimum night stay and stay through on a specific day of the week are examples of rate fences by consumption characteristics. For buyer characteristics, loyalty programme discount & benefits, student discount, senior discount, negotiated rates, corporate rates and domestic rates are the common examples.

Wirtz and Kimes (2007) pointed out that the rate fences can be seen on two sides, which are advantaged inequality and disadvantaged inequality. Advantages inequality is when a customer pays less than others, while disadvantages inequality is when a customer pays more than others. Hence, the difference between the two perspectives would have an impact on perceived fairness.

As rate fences are associated with price discrimination (Bieluszko & Marciszewska, 2018), the practices can be seen as unfair. Wirtz and Kimes (2007) observed that advantages inequality and disadvantage inequality affect the level of perceived fairness. Vu et al. (2020) also confirmed the linkage between price discrimination, perceived fairness and switching intention. Lee et al. (2020) found out that length of stay control - which is a non-physical rate fence - could impact perceived fairness and customer loyalty.

Hence, this study will examine the differences in the level of familiarity with revenue management, perceived fairness, trust, satisfaction, and customer loyalty among respondents that received different rate fences. Four non-physical rate fences will be examined including two fences by transaction characteristics which are cancellation policy and booking channel; one fence by consumption characteristics which is the required minimum length of stay; and one fence by buyer characteristics which is loyalty programmes. The reason that only non-physical fences are taken into account is that non-physical rate fences could be applied in different kinds of hotels regardless of their products and service levels.

2.2 Price Framing

Framing could be defined in a strict sense and loose sense (Frisch, 1993); for the strict sense, it is defined as a pair of problems that are rephrased in different wordings but resulted in an equivalent in meaning and situation. On the other hand, the definition in the loose sense is more popular for marketing scholars (Tripathi & Pandey, 2017); it is defined as a pair of problems that are economically equivalent but have different meanings and situations (Frisch, 1993).

Price framing was a concept that is derived from the term framing, Tripathi and Pandey (2017) defined price framing as communicating or re-describing price information in several ways, common examples for price framing are drip pricing, price partitioning and reference pricing. With the effect of price framing, customers are expected to favour a particular format of framing than others even if all offers are economically equivalent (Jin Yoon et al., 2010).

For hotel revenue management, price framing is applied with rate fences, as the price differences can be framed as a discount or surcharge to the regular price (Kimes & Wirtz, 2003; Wirtz & Kimes, 2007). The studies explained in terms of prospect theory (Kahneman & Tversky, 1979) that customers see discounts as their gain, and see surcharges as their loss; customer gain is perceived as fairer than customer loss even if both circumstances are economically equivalent.

Kimes and Wirtz (2003) confirmed the prospect theory, as they found out that price framing as a discount is perceived fairer than surcharges which lead to less negative perception and responses of customers. Wirtz and Kimes (2007) also confirmed that price framing has a significant impact on respondents who are unfamiliar with revenue management practices. Priester et al. (2020) that price framing makes it harder for the customers to compare prices between each transaction, as it makes the differences in prices less noticeable, which lead to more positive perceived fairness.

In this study, customers will be divided into three groups which are customers that received a normal room rate (unframed price), customers that received a discounted rate (price framed as customer gain), and customers that received a rate with additional surcharges (price framed as customer loss). The differences in the levels of familiarity with revenue management practices, perceived fairness, trust, satisfaction, and customer loyalty will be examined among the three groups.

2.3 Rate Parity

Rate parity can be defined as offering the same rate structure on all distribution channels (Gazzoli et al, 2008). At the present, hotels offer rooms in various places through both direct and indirect channels, and rate parity has become a conflict between hotels and other indirect channels, especially online travel agencies (Nicolau & Sharma, 2019). Rate parity policies are usually a clause in the contract between hotels and online travel agencies (Sharma & Nicolau, 2019), which ensures that hotels will offer the same rates on their platforms. The study also concluded that rate parity agreement enhances the performance of the online travel agency but diminishes hotel performance. Researchers still argue on the standpoint of rate parity, some researchers

believe that rate parity limits the freedom of hotels to manage pricing strategy, while others believe that rate parity should be maintained (Biełuszko & Marciszewska, 2018).

Maintaining rate parity would increase price transparency, but hotel direct channels might not be attractive, as they could not offer lower rates (Biełuszko & Marciszewska, 2018). When more bookings come from indirect channels, hotels would receive less profit because of the commission fees, especially for smaller hotels; Toh et al. (2011) mentioned that chain hotels managed to negotiate 15-percent commission rates with online travel agencies, while smaller hotels need to pay up to 30-percent. However, the study also pointed out that smaller hotels still need to rely on these online travel agencies to gain exposure as customers would look for hotels on online travel agencies first. For these reasons, rate parity is not a desirable practice on the hotel side (Biełuszko & Marciszewska, 2018; Sharma & Nicolau, 2019).

However, studies suggested that rate parity would lead to higher levels of perceived fairness. Choi and Mattila (2009) identified that the multi-channel pricing strategy has an impact on the level of perceived fairness of customers, especially the ones with lower familiarity. Gazzoli et al. (2008) concluded that customers can get confused by rate disparity which might make customers perceive the practices as unfair which would further lead to negative effects on satisfaction, trust, and customer loyalty. Biełuszko and Marciszewska (2018) mentioned that when rate parity is not achieved across different selling channels, the trust might be lost. Demirciftci et al. (2010) believe that having similar prices in all channels would make customers have less motivation to search for more information which would result in trust toward the hotel.

Therefore, this study would explore the differences in the level of familiarity with revenue management practices, perceived fairness, trust, satisfaction and customer loyalty among customers who found rate parity, rate disparity and customers who did not compare rates.

2.4 Familiarity with Revenue Management Practices

The longer revenue management practices are being used, the more customers are being familiar with the practices (Kimes, 1994). In other words, familiarity is created when customers undergo similar transactions many times (Mcguire

& Kimes, 2006). The study also mentioned that in 1994, customers saw that revenue management practices of the airline industry are fairer than the practices in the hotel industry, however in 2002, when the revenue management practices in the hotel industry are more common, the same survey was distributed, and the result showed that there are no differences in perceived fairness between the two industries.

Wirtz and Kimes (2007) explained that customers with higher familiarity with revenue management understand both sides of rate fences on different transactions and perceive that they are dissimilar, therefore, they tend to not compare the price of their transaction with other transactions that are in different fencing conditions. On the other hand, customers that are unfamiliar with revenue management practices cannot see the differences between transactions with different fencing conditions and would compare their transactions across different fences, which would make them see revenue management practices as unfair.

Many studies point out that familiarity with revenue management practices has a positive influence on perceived fairness. Mcguire and Kimes (2006) tested four waitlist-management policies in the context of restaurants and found out that familiarity with the policies has an impact on perceived fairness for three out of four policies. Wirtz and Kimes (2007) confirmed that familiarity moderated the relationship between price framing and both sides of rate fences on perceived fairness. Suklabaidya and Singh (2017); and Tang et al. (2019) also confirmed the positive relationship between familiarity and perceived fairness in revenue management practices. In addition, not only perceived fairness is being impacted by familiarity, but familiarity also impacts trust. Gefen (2000) also identified in the e-commerce context that familiarity has an effect on trust.

Therefore, as previous literature emphasised the importance of familiarity with revenue management practices, this study will examine the effect of familiarity with hotel revenue management practices on perceived fairness, trust, satisfaction and customer loyalty.

2.5 Information Adequacy

Because rate fences with different conditions and restrictions are being implemented in revenue management practices, information communicated to the customers about the prices and restrictions are crucial. This information makes customers understand the reason behind the price differences and makes them feel that revenue management practices are more acceptable (Ivanov & Zhechev, 2012). Kimes (1994) also mentioned that information has an important role for the customer to evaluate a transaction, and hotels can manage the amount and type of information that customer received which would have an impact on customers' acceptability. Even for customers with a low level of familiarity with revenue management practices, their perception of fairness could be increased if the information is provided to them beforehand (Mcguire & Kimes, 2006).

Previous studies examined the amount and types of information that are communicated to the customers and their effect on acceptability and perceived fairness. Kimes (1994) found out the relationship between different amount and types of information in four scenarios and perceived fairness. When all pricing information is available for the customers, customers tend to accept the price differences more than the ones that not all pricing information is available. In addition, the scenario where discounts are available but are not communicated to the customers, it was rated as unacceptable. This shows the relationship between information adequacy and perceived fairness.

Choi & Mattila (2005; 2006) also confirmed that different amount of information influences the level of perceived fairness. Three scenarios are given, namely, no information, limited information and full information, and the result shows that there is a significant difference in the level of fairness for no information scenario and full information scenario. In addition, even when customers get the higher rates, but full information is given to them, they tend to see the revenue management practices as almost fair. Méatchi and Camus (2020), mentioned that when clear and accurate information is provided, the perceived fairness and price acceptance of the customers are higher. Ivanov and Zhechev (2012), mentioned that if the information is hidden, trust could be destroyed.

Hence, this study will examine the differences in the level of familiarity with revenue management, perceived fairness, trust, satisfaction, and customer loyalty among customers that received no information about pricing, partial information about pricing and full information about pricing.

2.6 Perceived Fairness

Perceived fairness is related to the term 'reference transaction' and 'reference price'. Kimes (1994) explained that reference transactions are the customer's perception of how a transaction should be carried out and how much does the service cost, while reference price could be inferred from the customer's past transactions or the market price. As reference transactions and reference price are in the mind of the customers, if the value to the company is more than or not equal to the value to the customer, they would feel that the transaction is unfair (Kimes, 1994). Customers may also perceive that a transaction is unfair when they pay more for a similar service but do not receive a better service (Erdem & Jiang, 2016).

The dual entitlement principle is the ground rule for fairness, the principal mentioned that the customers believed that they are entitled to their reference transaction and companies are entitled to their reference profit (Kahneman et al., 1986). The dual entitlement comes from two rules; if the firm's cost increased the firm may increase its price, but if the firm's cost did not increase, the firm may not increase its price. So, if the rules are violated, customers would perceive the pricing as unfair. Hence, revenue management practices are violating the principle of dual entitlement as the increase in price is not in accordance with the increased cost, it makes such practices perceived as unfair (Wirtz & Kimes, 2007).

Marielza and Monroe (1994) suggested that equity theory could also be applied in the pricing context. Equity theory (Adams, 1965) proposed that for a transaction to be fair, there must be equality in terms of outcomes and inputs of both parties in the transaction. Marielza and Monroe (1994) explained that in the pricing context, outcome or gain could be defined as a product or service to be received, input or loss could be seen as the price to be paid. In addition, transactions could be compared in three perspectives, comparing with self in the past, comparing with other customers

(Kimes & Wirtz, 2003), and comparing with different organisations (Xia et al., 2004). Hence, if customers compare the ratio between the outcomes and inputs to other parties and see that it is inequality, they may perceive the price as unfair (Priester et al., 2020).

Perceived fairness and satisfaction are difference from one another, many marketing literature have proven that perceived fairness in the pricing context is an important predictor of customer satisfaction (Dai, 2010). In addition, many studies show that if the price is perceived as unfair, it would influence satisfaction, purchasing intentions and negative responses from the customers (Xia et al.,2004). Yeoman (2016) also mentioned that lack of perceived fairness would create an adverse effect on the level of satisfaction of customers, intention to recommend and customer loyalty. Choi and Mattila (2009) mentioned previous studies regarding fairness concerns in the pricing context that it could result in customer satisfaction, goodwill, and loss in business. In addition to the effect of perceived fairness on satisfaction and customer loyalty, previous literature (Chen & Chou, 2012; Setiawan et al., 2020) also emphasises the influence of perceived fairness on trust.

Hence, as many studies have highlighted the importance of perceived fairness, this study will examine the influences of perceived fairness on trust, satisfaction, and customer loyalty in the context of hotel revenue management.

2.7 Trust

Trust is an important concept in many fields including economics, social psychology, sociology, and marketing; in marketing, trust is the important variable associated with the long-term exchange relationship which is crucial for a business to be successful (Garbarino & Lee, 2003). Trust is the most universal foundation for every human interaction or exchange, with trust, it means that the tendency of another party not performing their obligations is reduced (Gundlach & Murphy, 1993). Consumer trust is defined as the consumer's expectation on the service provider that the service provider is reliable and could deliver its promise (Sirdeshmukh et al., 2002).

In a dynamic pricing context, trust and perceived fairness are associated with each other as customers who received a fence disadvantage would perceive lower fairness, lower trust and also lower repurchase intention (Weisstein et al., 2013). Many

studies have confirmed that trust has a positive relationship with customer loyalty, namely, intention to purchase (Chiang & Jang, 2007; Sparks & Browning, 2011). Lie et al. (2019) found out that there is a significant relationship between trust and satisfaction, and a significant relationship between trust and loyalty.

Therefore, this study would examine the influence of trust toward hotels on satisfaction and customer loyalty in the context of hotel revenue management.

2.8 Satisfaction

In general, satisfaction could be defined as the evaluation of how well a product could solve a need (Nguyen et al., 2020). Jimenez Mori (2021) defined satisfaction as the result of a comparison between expectation and post-consumption of service performance.

Similarly, in terms of customer satisfaction, Hallowell (1996) mentioned that many service management studies stated that customer satisfaction is the result of value received comparative to value expected perceived by customers in a transaction; the components of the values include perceived service quality, price, and acquisition costs. Yoon and Uysal (2005) also mentioned that customer satisfaction is the relationship between the cost of the product or service and the benefits that customers expected.

Price is associated with customer satisfaction because the price that customers paid has a direct effect on consumer surplus (Charuvatana, 2019). The author explained that as revenue management practices created dynamic pricing, its view of fairness in the perception of customers could affect the level of satisfaction.

Many studies mentioned the relationship between perceived fairness and satisfaction (Xia et al., 2004; Yeoman, 2016; Choi & Mattila, 2009; Dai, 2010), also these two factors are the antecedent of customer loyalty. Choi and Mattila (2005) mentioned that satisfaction and perceived fairness have an effect on repurchase intention, and also these two factors are good predictors for booking intention. McDougall and Levesque (2000) found out that satisfaction and the likelihood of repurchasing are directly related to each other. He and Jun (2010) confirmed the positive

relationship between customer satisfaction and behaviour intention, including word of mouth and recommendations.

Hence, many evidence have confirmed the relationship between satisfaction and customer loyalty, this study would examine the effect of satisfaction on customer loyalty in the context of hotel revenue management.

2.9 Customer Loyalty

Customer Loyalty is defined as the intention of a customer to patronage a specific product or service over a period of time, and loyalty consists of two main components, attitudinal and behavioural (Senić & Marinković, 2014). The paper explained that the attitudinal component can be seen as customers' tendency to favour some value of the brand over time, and a behavioural component is when customers repeatedly purchase the same brand.

Oliver (1999) proposed that there are four phases of customer loyalty, cognitive, affective, conative and action; the first three phases are considered as attitudinal loyalty. The first phase, cognitive loyalty is based on customers' belief about a brand which could come from past experiences or other people's experiences. The second phase, affective loyalty is based on customer's attitudes, whether they like the product or service or not. The third phase, conative loyalty is the behavioural intention which implies a commitment to repurchase the same product or service provider. The last phase, action loyalty or behavioural loyalty is when intentions are converted into action, it is when customers have overcome obstacles that prevent them from repurchasing. Han and Wood (2014) mentioned that behavioural loyalty is established by multi-components of the three levels of attitudinal loyalty.

Attitudinal loyalty phases use the psychological and perceptual process of a customer as a loyalty indicator, while frequency and volume of purchase are the indicators for behavioural loyalty (Han & Wood, 2014). Cheng (2011) also mentioned that attitudinal loyalty is a psychological construct, but behavioural loyalty is a substantial element.

An example of customer loyalty that is influenced by revenue management practices, perceived fairness, trust and satisfaction are purchase intentions and negative

emotions (Xia et al., 2004), repurchase intention (McDougall & Levesque, 2000; Choi & Mattila, 2005; Lee et al., 2020), intention to recommend (He & Jun, 2010; Yeoman, 2016; Lee et al., 2020), customers' goodwill (Choi & Mattila, 2009), and switching intention (Vu et al., 2020), positive and negative word of mouth (Xia et al., 2004; He & Jun 2010; Lii & Sy, 2009; Chen et al., 2010; Lee et al., 2020), future purchase behaviour (McDougall & Levesque, 2000), switching behaviour (Li & Sy, 2009), complaint (Xia et al., 2004; Li & Sy, 2009).

This study would explore the four levels of customer loyalty separately. However, in the overall level, this study will divide customer loyalty into two main variables: attitudinal loyalty and behavioural loyalty. Attitudinal loyalty will consist of three elements including cognitive loyalty, affective loyalty, and conative loyalty.

CHAPTER III
METHODOLOGY

3.1 Research Methodology

The aim of this study is to examine the effect of revenue management practices on perceived fairness, trust, satisfaction, and customer loyalty. This study will use the quantitative approach and will use the benefits of the convenience sampling purpose. In addition, differences in terms of the level of familiarity with revenue management practices, perceived fairness, trust, satisfaction and customer loyalty among demographic factors, customer's behaviour on hotel reservation and factors relating to hotel revenue management would also be examined.

3.3.1 Sampling

Cochran (1977) proposed Cochran's sample size formula which is used to calculate the sample size in regard to the desired level of confidence when population size is infinite. The formula is $n_0 = (z^2\ pq\ /\ e^2)$; where "n_0 is the sample size, z is the selected critical value of the desired confidence level, p is the estimated proportion of an attribute that is present in the population, q = 1 - p and e is the desired level of precision" (Sarmah & Hazarika, 2012). The confidence level (e) is normally 5 percent (0.05) which resulted in z of 1.96. Assuming maximum variability of 50% (p = 0.5) would make $n_0 = 385$ ($n_0 = (1.96)^2\ (0.5)\ (1 - 0.5)\ /\ (0.05)^2$).

Respondents with the ability and willingness to participate are approached online for an online questionnaire survey. Online questionnaire surveys are being used for this study because of the COVID-19 pandemic situation. Respondents must be domestic tourists who are older than 18 years old and must have booked and stayed at a 3-5 Star hotel, within the past 12 months. In addition, in the past 5 years, respondents must have visited or stayed in the same area as the hotel that they have booked in the past 12 months; screening questions will be used to filter out irrelevant samples.

3.3.2 Research Instrument

The online questionnaire survey is divided into five main parts. The first part consisted of three screening questions where irrelevant samples will be filtered out to ensure that respondents of the survey are suitable for this study.

In the second part, respondents would respond to questions regarding hotel revenue management practices. The first factor is familiarity with revenue management; respondents would need to rate, based on their hotel reservation, a 5-items scale adapted from Mcguire and Kimes (2006); Wirtz & Kimes (2007); Tang et al. (2019). For rate fences, price framing, rate parity, and information adequacy, data will be collected categorically.

In the third part, respondents will be asked to rate their perception toward the hotel of their stay. For perceived fairness, the scales from Vu et al., (2020) are adapted to match the context of this study. For trust, the scales from Kim et al., (2017) are adapted. For satisfaction, the 4-items scale from Suhartanto (2011) is being used.

The fourth part consisted of scales related to customer loyalty in four different aspects, cognitive loyalty, affective loyalty, conative loyalty, and behavioural loyalty. For the first three factors which are attitudinal loyalty, respondents would need to rate a scale adapted from Suhartanto (2011). For behavioural loyalty, the scales are adapted from Suhartanto (2011) and Candan et al., (2013).

In the last part, demographic features and hotel booking behaviour of respondents are being asked. Demographic features and hotel booking behaviour questions are listed in the end to make respondents feel more comfortable after completing other parts of the survey first.

All scales in this study are 7-points Likert scales (1 = Strongly Disagree, 2 = Disagree, 3 = Somewhat Disagree, 4 = Neutral, 5 = Somewhat Agree, 6 = Agree, 7 = Strongly Agree), as many literature on revenue management and perceived fairness used the 7-points Likert scales in their studies (e.g. Kimes & Wirtz, 2003; Wirtz & Kimes, 2007; Suhartanto, 2011; Lee et al., 2020; Priester et al., 2020).

As this study focuses on domestic tourists in Thailand, the online questionnaire survey would be translated into Thai language for the benefit of clear understanding for the respondents. To ensure the quality and correctness of the

translation, the translated version of the survey is cross-checked with the original version for all instructions and questions.

3.2 Data Collection

Primary data will be collected for further analysis, with the target of at least 400 responses for the online questionnaire survey. Even though the questionnaires are distributed online, contact details of the author would be included to ensure that respondents would be able to reach out for any clarification of the instructions and questions. Distribution online questionnaire surveys would make respondents feel more comfortable during the COVID-19 pandemic as this method is non-physical contact and respondents would be more convenient to respond to the survey. Respondents are assumed to fully understand the survey if no questions are raised. For the data analysis, Statistical Package Social Science (SPSS) would be used. Reliability analysis, t-test, ANOVA test and regression analysis will be used for this study.

CHAPTER IV
FINDINGS

A total of 417 samples were collected in this study. Respondents are categorised into different groups according to their demographic factors, behaviour on hotel reservation and factors related to revenue management practices as follows:

4.1 Demographics Features of Respondents

4.1.1 Gender

Table 4.1 Frequency - Gender

Gender	Frequency	Percentage
Female	271	65.0%
Male	101	24.2%
LGBTQ+	45	10.8%

For gender, 271 respondents are female (65.0%), 101 are male (24.2%), and 45 are LGBTQ+ (10.8%).

4.1.2 Current Resident

Table 4.2 Frequency – Current Resident

Current Resident	Frequency	Percentage
Bangkok	268	64.3%
Bangkok's Surrounding	74	17.7%
Others	*75*	*18.0%*

In terms of current residents, 268 respondents live in Bangkok (64.3%), 74 respondents live in Bangkok's surrounding provinces (17.7%) - including Nonthaburi, Pathum Thani, Nakhon Pathom, Samut Sakhon and Samut Prakan - and 75 respondents live outside of the Bangkok Metropolitan Region (18.0%).

4.1.3 Age Range

Table 4.3 Frequency – Age Range

Age Range	Frequency	Percentage
18 - 24 Years Old	54	12.9%
25 - 40 Years Old	287	68.8%
41 Years Old or Older	76	18.2%

In terms of age range, 54 respondents are 18 - 24 years old (12.9%), 287 respondents are 25 - 40 years old (68.8%), and 76 respondents are 41 years old or older (18.2%).

4.1.4 Marital Status

Table 4.4 Frequency – Marital Status

Marital Status	Frequency	Percentage
Single	287	68.8%
Married	112	26.9%
Others	*18*	*4.3%*

For marital status, 287 respondents are single (68.8%), 112 respondents are married (26.9%), and 18 responses are mixtures from other groups (4.3%) including divorced, widowed, and preferred not to answer.

4.1.5 Education Level

Table 4.5 Frequency – Education Level

Education Level	Frequency	Percentage
Lower than bachelor's degree	9	2.2%
Bachelor's Degree	271	65.0%
Master's Degree	126	30.2%
PhD / Doctoral Degree	11	2.6%

Regarding education level, 9 respondents have a degree that is lower than bachelor's degree (2.2%), 271 respondents hold a bachelor's degree (65.0%), 126 respondents hold a Master's Degree (30.2%), and 11 respondents hold a PhD or a Doctoral Degree (2.6%).

4.1.6 Monthly Income

Table 4.6 Frequency – Monthly Income

Monthly Income	Frequency	Percentage
Less than 15,000 Baht	42	10.1%
15,001 - 25,000 Baht	67	16.1%
25,001 - 50,000 Baht	178	42.7%
50,001 - 100,000 Baht	83	19.9%
More than 100,000 Baht	47	11.3%

For monthly income, 42 respondents have a monthly income of 15,000 Baht or lower (10.1%), 67 respondents have a monthly income of 15,001 - 25,000 Baht (16.1%), 178 respondents have a monthly income of 25,001 - 50,000 Baht (42.7%), 83 respondents have a monthly income of 50,001 - 100,000 Baht (19.9%), and 47 respondents have a monthly income more than 100,000 Baht (11.3%).

4.1.7 Occupation

Table 4.7 Frequency – Occupation

Occupation	Frequency	Percentage
Private Employee	225	54.0%
Business Owner	80	19.2%
Government Employee	46	11.0%
Student	42	10.1%
Others	*24*	*5.8%*

In terms of occupation, 255 responses are from private employees (54.0%), 80 responses are from business owners (19.2%), 46 responses are from government employees (11.0%), 42 responses are from students (10.1%), and 24 responses are from other groups (5.8%) including freelancers, state enterprise employees, NGOs employees, investors, stay-at-home parents and unemployed.

4.2 Respondents' Behaviour on Hotel Reservation & Factors Related to Revenue Management

4.2.1 Purpose of Stay

Table 4.8 Frequency – Purpose of Stay

Purpose of Stay	Frequency	Percentage
Leisure	382	91.6%
Business	35	8.4%

Out of 417 respondents, 382 respondents travel for leisure purposes (91.6%), while 35 respondents travel for business purposes (8.4%).

4.2.2 Hotel Location

Table 4.9 Frequency – Hotel Location

Hotel Location	Frequency	Percentage
Bangkok	103	24.7%
Chonburi	82	19.7%
Phuket	46	11.0%
Prachuap Khiri Khan	36	8.6%
Chiang Mai	25	6.0%
Others	*125*	*30.0%*

In terms of hotel location, 103 respondents stayed at hotels in Bangkok (24.7%), followed by 82 in Chonburi (19.7%), 46 in Phuket (11.0%), 36 in Prachuap Khiri Khan (8.6%), 25 in Chiang Mai (6.0%), and 125 in other provinces (30.0%).

4.2.3 Companion

Table 4.10 Frequency – Companion

Companion (Multiple Answers)	Frequency
Boyfriend/ Girlfriend	138
Family Member	132
Friend	126
Spouse	58
Travel Alone	41
Colleague	23

For the companion (multiple answers allowed), 138 respondents travelled with their boyfriend or girlfriend, 132 travelled with family members, 126 travelled with friends, 58 travelled with their spouse, 41 travelled alone, and 23 travelled with colleagues.

4.2.4 Number of Times Stayed at the Hotel

Table 4.11 Frequency – Times Stayed at the Hotel

Times Stayed at the Hotel	Frequency	Percentage
1st times	212	50.8%
2 - 3 Times	138	33.1%
More than 3 Times	67	16.1%

In terms of the number of times stayed at the hotel, 212 responses are from people who stayed at the hotel for the first time (50.8%), 138 responses are from people who have stayed at the same hotel for 2 - 3 times (33.1%), and 67 responses are from people who stayed at the same hotel for more than 3 times (16.1%).

4.2.5 Hotel Rating

Table 4.12 Frequency – Hotel Rating

Hotel Rating	Frequency	Percentage
3-Star Hotel	64	15.3%
4-Star Hotel	148	35.5%
5-Star Hotel	205	49.2%

In terms of hotel ratings, 64 respondents stayed at 3-Star hotels (15.3%), 148 respondents stayed at 4-Star hotels (35.5%) and 205 respondents stayed at 5-Star hotels (49.2%).

4.2.6 Hotel Type

Table 4.13 Frequency – Hotel Type

Hotel Type	Frequency	Percentage
Independent Hotel	118	28.3%
Domestic Chain Hotel	115	27.6%
International Chain Hotel	184	44.1%

For hotel type, 118 respondents stayed at non-chain or independent hotels (28.3%), 115 respondents stayed at domestic chain hotels (27.6%), and 184 respondents stayed at international chain hotels (44.1%).

4.2.7 Cancellation Policy

Table 4.14 Frequency – Cancellation Policy

Cancellation Policy	Frequency	Percentage
Fully Refundable	256	61.4%
Partially Refundable	50	12.0%
Non-Refundable	111	26.6%

In terms of non-physical rate fences by transaction characteristic, which is the cancellation policy, 256 respondents reserved the hotel room under fully refundable condition (61.4%), 50 respondents reserved the hotel room under partially refundable condition (12.0%), and 111 respondents reserved the hotel room under non-refundable condition (26.6%).

4.2.8 Booking Channel

Table 4.15 Frequency – Booking Channel

Booking Channel	Frequency	Percentage
Hotel Direct Channels	237	56.8%
Online Travel Agencies	175	42.0%
Traditional Travel Agencies	5	1.2%

For booking channel, out of 417 respondents, 237 respondents reserved the hotel room through hotel direct channels (56.8%), including, hotel's own website, phone calls, emails, social media platforms and walk-ins, 175 respondents reserved the hotel room via online travel agencies (42.0%), and only 5 respondents reserved the hotel room via traditional travel agencies (1.2%).

4.2.9 Length of Stay

Table 4.16 Frequency – Length of Stay

Length of Stay	Frequency	Percentage
1 - 2 Nights	354	84.9%
3 - 5 Nights	57	13.7%
More than 5 Nights	6	1.4%

In terms of non-physical fences by consumption characteristic, which is the length of stay, 354 respondents only stayed at the hotel for 1 - 2 nights (84.9%), 57 respondents stayed for 3 - 5 nights (13.7%), and only 6 respondents stayed for more than 5 nights (1.4%).

4.2.10 Loyalty Programme

Table 4.17 Frequency – Loyalty Programme

Loyalty Programme	Frequency	Percentage
Member	260	62.4%
Non-Member	157	37.6%

For non-physical fences by buyer characteristic, which is the loyalty programme, 260 respondents enrolled in the loyalty programmes of the booking channels that they have reserved the hotel room (62.4%), while 157 respondents did not enrol in the loyalty programmes (37.6%).

4.2.11 Price Framing

Table 4.18 Frequency – Price Framing

Price Framing	Frequency	Percentage
Discount	316	75.8%
Normal Rate	97	23.3%
Surcharge	4	1.0%

For price framing, 316 respondents received a discounted rate (75.8%), 97 respondents received a normal room rate (23.3%), and 4 respondents needed to pay an extra surcharge from the normal rate (1.0%).

4.2.12 Rate Parity

Table 4.19 Frequency – Rate Parity

Rate Parity	Frequency	Percentage
Parity	106	25.4%
Disparity	269	64.5%
Did not compare rate	42	10.1%

Regarding rate parity, 106 respondents have found rate parity among selling channels (25.4%), 269 respondents experienced rate disparity (64.5%), and 42 respondents did not compare rates among each selling channel (10.1%).

4.2.13 Information Adequacy

Table 4.20 Frequency – Information Adequacy

Information Adequacy	Frequency	Percentage
Full Information	170	40.8%
Partial Information	129	30.9%
No Information	118	28.3%

In terms of information adequacy, 170 respondents received full detail of information about how prices differ between each staying period (40.8%), 129 respondents received partial information that prices differ between each staying period (30.9%), and 118 respondents did not receive any information about pricing at all (28.3%).

4.2.14 'We Travel Together' Campaign

Table 4.21 Frequency – 'We Travel Together' Campaign

'We Travel Together' Campaign	Frequency	Percentage
Yes	189	45.3%
No	228	54.7%

In terms of the 'We Travel Together' Campaign, which is the campaign from the government that subsided a portion of room rates to promote domestic travel, 189 respondents have reserved the room under the 'We Travel Together' Campaign (45.3%), and 228 respondents did not reserve the room under the campaign (54.7%).

4.3 Familiarity with Revenue Management Practices

4.3.1 Descriptive Statistic & Reliability Test

Table 4.22 Familiarity with Revenue Management Practices

#	Attribute	Mean
1	I often see, hear, or experience price differences in businesses such as hotels.	6.51
2	I am familiar that businesses such as hotels may charge different prices based on demand.	6.04
3	It is usual for businesses such as hotels to charge different prices based on demand.	5.90
4	I am familiar that businesses such as hotels may offer different cancellation policies	5.87
5	It is typical for businesses such as hotels to charge different prices based on demand.	5.80
	Overall Familiarity with Revenue Management Practices	**6.02**

There are 5 attributes for familiarity with revenue management; the result shows Cronbach's alpha of '.73'. Scales of 1 - 7 were used to determine respondents' level of agreement; 1 represents totally disagree, and 7 represents totally agree. The attribute with the highest mean is 'I often see, hear, or experience price differences in business such as hotels' ($\bar{x}$ = 6.51), followed by 'I am familiar that businesses such as hotels may charge different prices based on demand' ($\bar{x}$ = 6.04), 'It is usual for businesses such as hotels to charge different prices based on demand' ($\bar{x}$ = 5.90), 'I am familiar that business such as hotels may offer different cancellation policies' ($\bar{x}$ = 5.87), 'It is typical for businesses such as hotels to charge different prices based on demand' ($\bar{x}$ = 5.80). Hence, the average mean of familiarity with revenue management practices is '6.02'.

4.3.2 Differences Among Factors

There are significant differences in familiarity with revenue management practices among respondents in different groups of each factor, including current resident, education level, cancellation policy, loyalty programme, rate parity, information adequacy, hotel rating and hotel type.

4.3.2.1 Current Resident

Table 4.23 Familiarity with RM – Current Resident

Attribute	Current Resident	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Familiarity	Bangkok	6.08	0.30	Sig.	F	Sig.
	Others	5.79		.022	3.649	.027

Attribute	Current Resident	Mean	Mean Diff.	Post Hoc	ANOVA	
Familiar with price differences	Bangkok	6.16	0.56	Sig.	F	Sig.
	Others	5.60		.001	6.655	.001

Attribute	Current Resident	Mean	Mean Diff.	Post Hoc	ANOVA	
Familiar with price differences	Bangkok's Surrounding	6.08	0.48	Sig.	F	Sig.
	Others	5.60		.038	6.655	.001

For current residents, significant differences are found on overall familiarity with revenue management practices (F = 3.649; ANOVA Sig. = .027), and on the attribute: familiar that hotels may charge different prices (F = 6.655; ANOVA Sig. = .001). Respondents in Bangkok ($\bar{x}$ = 6.08) have a higher mean of familiarity with revenue management practices (Post Hoc Sig. = .022) than respondents that live outside of the Bangkok Metropolitan Region ($\bar{x}$ = 5.79). In addition, residents in Bangkok ($\bar{x}$ = 6.16; Post Hoc Sig. = .001) and Bangkok's surroundings ($\bar{x}$ = 6.08; Post Hoc Sig. = .038) have a higher mean than residents outside of Bangkok Metropolitan Region ($\bar{x}$ = 5.60) on the attribute: familiar that hotels may charge different prices.

4.3.2.2 Education Level

Table 4.24 Familiarity with RM – Education Level

Attribute	Education Level	Mean	Mean Diff.	Post Hoc	ANOVA	
Familiar with cancellation policies	Master's Degree	6.02	1.21	Sig.	F	Sig.
	Ph.D./ Doctoral Degree	4.82		.040	3.436	.017

In terms of education level, there is a significant difference on the attribute: familiar that hotels may offer different cancellation policies (F = 3.436; ANOVA Sig. = .017). Respondents with a master's degree ($\bar{x}$ = 6.02) have a higher mean than respondents with a PhD or Doctoral Degree ($\bar{x}$ = 4.82) on this attribute (Post Hoc Sig. = .040).

4.3.2.3 Cancellation Policy

Table 4.25 Familiarity with RM – Cancellation Policy

Attribute	Cancellation Policy	Mean	Mean Diff.	Post Hoc	ANOVA
Familiar with price differences	Fully Refundable	6.16	0.46	Sig.	F Sig.
	Partially Refundable	5.70		.036	3.903 .021

For cancellation policy, the result shows a significant difference on the attribute: familiar that hotels may charge different prices (F = 3.903; ANOVA Sig. = .021). Respondents that reserved the room under a fully refundable cancellation policy ($\bar{x}$ = 6.16) have a higher mean than respondents that reserved the room under a partially refundable cancellation policy ($\bar{x}$ = 5.70) on this attribute (Post Hoc Sig. = .036).

4.3.2.4 Loyalty Programme

Table 4.26 Familiarity with RM – Loyalty Programme

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test
Overall Familiarity	Member	6.13	0.29	t sig. (t-tailed)
	Non-Member	5.84		3.430 .001

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test
Familiar with price differences	Member	6.16	0.30	t sig. (t-tailed)
	Non-Member	5.85		2.550 .011

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test
Price differences are usual	Member	6.02	0.33	t sig. (t-tailed)
	Non-Member	5.69		2.478 .014

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test
Price differences are typical	Member	5.92	0.34	t sig. (t-tailed)
	Non-Member	5.59		2.483 .013

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test
Familiar with cancellation policies	Member	5.99	0.31	t sig. (t-tailed)
	Non-Member	5.68		2.198 .029

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test
Past experience with price differences	Member	6.57	0.17	t sig. (t-tailed)
	Non-Member	6.40		2.297 .022

The result also points out the significant differences on overall familiarity with revenue management and on all five attributes between respondents who are the member and non-member of loyalty programmes. Members of loyalty programmes ($\bar{x}$

= 6.13) have a higher mean of overall familiarity with revenue management practices (t = 3.430; Sig. = .001) than non-members ($\bar{x}$ = 5.84). In addition, members ($\bar{x}$ = 6.16; 6.02; 5.92; 5.99; 6.57) also have higher means than non-members ($\bar{x}$ = 5.85; 5.69; 5.59; 5.68; 6.40) respectively on all five attributes: familiar that hotels may charge different prices (t = 2.550 ; Sig. = .011); it is usual for hotels to charge different prices (t = 2.478 ; Sig. = .014); it is typical for hotels to charge different prices (t = 2.483; Sig. = .013); familiar that hotels may offer different cancellation policies (t = 2.198; Sig. = .029); often see, hear, or experience price differences (t = 2.297; Sig. = .022).

4.3.2.5 Rate Parity

Table 4.27 Familiarity with RM – Rate Parity

Attribute	Rate Parity	Mean	Mean Diff.	Post Hoc	ANOVA	
Past experience with price differences	Disparity	6.61	0.26	Sig.	F	Sig.
	Parity	6.35		.006	7.454	.001

Attribute	Rate Parity	Mean	Mean Diff.	Post Hoc	ANOVA	
Past experience with price differences	Disparity	6.61	0.35	Sig.	F	Sig.
	Did not compare rate	6.26		.013	7.454	.001

For rate parity, there are significant differences on the attribute: often see, hear, or experience price differences (F =7.454; ANOVA Sig. = .001). Respondents who found rate disparity ($\bar{x}$ = 6.61) have a higher mean than respondents who found rate parity ($\bar{x}$ = 6.35; Post Hoc Sig. = .006) and respondents that did not compare rates ($\bar{x}$ = 6.26; Post Hoc Sig. = .013) on this attribute.

4.3.2.6 Information Adequacy

Table 4.28 Familiarity with RM – Information Adequacy

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Familiarity	Full Information	6.17	0.28	Sig.	F	Sig.
	Partial Information	5.89		.013	4.510	.012

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Price differences are usual	Full Information	6.12	0.43	Sig.	F	Sig.
	Partial Information	5.69		.014	4.443	.012

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Past experience with price differences	Full Information	6.56	0.23	Sig.	F	Sig.
	Partial Information	6.33		.022	5.470	.005

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Past experience with price differences	No Information	6.62	0.29	Sig.	F	Sig.
	Partial Information	6.33		.007	5.470	.005

In terms of information adequacy, significant differences are identified on overall familiarity with revenue management practices (F = 4.510; ANOVA Sig. = .012), and on the attributes: it is usual for hotels to charge different prices (F = 4.443; ANOVA Sig. = .012), often see, hear, or experience price differences (F = 5.470; ANOVA Sig. = .005). Respondents who received full information about pricing ($\bar{x}$ = 6.17) have a higher mean of overall familiarity with revenue management practices (Post Hoc Sig. = .013) than respondents who received partial information ($\bar{x}$ = 5.89). Furthermore, respondents with full information ($\bar{x}$ = 6.12; 6.56) also have higher means than respondents with partial information ($\bar{x}$ = 5.69; 6.33) respectively on the attributes: it is usual for hotels to charge different prices (Post Hoc Sig. = .014); often see, hear, or experience price differences (Post Hoc Sig. = .022). In addition, respondents with no information ($\bar{x}$ = 6.62) have a higher mean than respondents with partial information ($\bar{x}$ = 6.33) on the attribute: often see, hear, or experience price differences (Post Hoc Sig. = .007).

4.3.2.7 Hotel Rating

Table 4.29 Familiarity with RM – Hotel Rating

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Familiarity	5 Star	6.14	0.23	Sig.	F	Sig.
	4 Star	5.91		.037	3.683	.026

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Familiar with price differences	5 Star	6.20	0.32	Sig.	F	Sig.
	4 Star	5.88		.040	3.392	.035

There are also significant differences among respondents staying in hotels with different ratings on overall familiarity with revenue management practices (F = 3.683; ANOVA Sig. = .026), and the attribute: familiar that hotels may charge different prices (F = 3.392; ANOVA Sig. = .035). Respondents who stayed at 5-Star hotels ($\bar{x}$ = 6.14) have a higher mean of overall familiarity with revenue management practices (Post Hoc Sig. = .037) than respondents who stayed at 4-Star hotels ($\bar{x}$ = 5.91). In addition, respondents in 5-Star hotels ($\bar{x}$ = 6.20) also have a higher mean than respondents in 4-Star hotels ($\bar{x}$ = 5.88) on the attribute: familiar that hotels may charge different prices (Post Hoc Sig. = .040).

4.3.2.8 Hotel Type

Table 4.30 Familiarity with RM – Hotel Type

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Familiarity	International Chain Hotel	6.18	0.29	Sig.	F	Sig.
	Domestic Chain Hotel	5.89		.011	5.990	.003

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Familiarity	International Chain Hotel	6.18	0.28	Sig.	F	Sig.
	Independent Hotel	5.90		.015	5.990	.003

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA	
Familiar with price differences	International Chain Hotel	6.23	0.34	Sig.	F	Sig.
	Domestic Chain Hotel	5.90		.049	4.302	.014

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA	
Familiar with price differences	International Chain Hotel	6.23	0.34	Sig.	F	Sig.
	Independent Hotel	5.89		.041	4.302	.014

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA	
Price differences are typical	International Chain Hotel	5.99	0.40	Sig.	F	Sig.
	Domestic Chain Hotel	5.59		.039	3.572	.029

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA	
Past experience with price differences	International Chain Hotel	6.63	0.23	Sig.	F	Sig.
	Independent Hotel	6.40		.024	4.548	.011

In term of hotel type, significant differences are found on overall familiarity with revenue management practices (F = 5.990; ANOVA Sig. = .003), and the attributes: familiar that hotels may charge different prices (F = 4.302; ANOVA Sig. = .014), it is typical for hotels to charge different prices (F = 3.572; ANOVA Sig. = .029), often see, hear, or experience price differences (F = 4.548; ANOVA Sig. = .011). Respondents who stayed at international chain hotels ($\bar{x}$ = 6.18) have a higher mean of overall familiarity with revenue management practices than respondents who stayed at domestic chain hotels ($\bar{x}$ = 5.89; Post Hoc Sig. = .011) and independent hotels ($\bar{x}$ = 5.90; Post Hoc Sig. = .015). In addition, respondents in international chain hotels ($\bar{x}$ = 6.23; 5.99) also have higher means than respondents in domestic chain hotels ($\bar{x}$ = 5.90; 5.59) respectively on the attributes: familiar that hotels may charge different prices (Post Hoc Sig. = .049); it is typical for hotels to charge different prices (Post Hoc Sig. = .039). Furthermore, respondents in international chain hotels ($\bar{x}$ = 6.23; 6.63) also have higher

means than respondents in independent hotels ($\bar{x}$ = 5.89; 6.40) respectively on the attributes: familiar that hotels may charge different prices (Post Hoc Sig. = .041); often see, hear, or experience price differences (Post Hoc Sig. = .024). However, there are no significant differences between respondents in domestic chain hotels and independent hotels.

4.4 Perceived Fairness

4.4.1 Descriptive Statistic & Reliability Test

Table 4.31 Perceived Fairness

#	Attribute	Mean
1	Considering all things, the room rate that you received is reasonable.	5.95
2	Considering all things, the room rate that you received is appropriate.	5.94
3	Considering all things, the room rate that you experienced is right.	5.92
4	Considering all things, the room rate that you received is fair to both sides: yourself and the hotel	5.82
5	Considering all things, the room rate that you received is fair to other customers.	5.77
	Overall Perceived Fairness	**5.88**

There are 5 attributes for perceived fairness; the result shows Cronbach's alpha of '.90'. Scales of 1 - 7 were used to determine respondents' level of agreement; 1 represents totally disagree, and 7 represents totally agree. The attribute with the highest mean is 'Considering all things, the room rate that you received is reasonable' ($\bar{x}$ = 5.95), followed by 'Considering all things, the room rate that you received is appropriate' ($\bar{x}$ = 5.94), 'Considering all things, the room rate that you experienced is right' ($\bar{x}$ = 5.92), 'Considering all things, the room rate that you received is fair to both sides: yourself and the hotel' ($\bar{x}$ = 5.82), 'Considering all things, the room rate that you received is fair to other customers' ($\bar{x}$ = 5.77). Hence, the average mean of perceived fairness is '5.88'.

4.4.2 Differences Among Factors

There are significant differences in perceived fairness among respondents in different groups of each factor, including current resident, loyalty programme, price framing, information adequacy, hotel rating and hotel type.

4.4.2.1 Current Resident

Table 4.32 Perceived Fairness – Current Resident

Attribute	Current Resident	Mean	Mean Diff.	Post Hoc	ANOVA	
Rates are right	Bangkok's Surrounding	6.16	0.33	Sig.	F	Sig.
	Bangkok	5.83		.020	4.058	.018

For current residents, there is a significant difference in the attribute: the rate that you received is right (F = 4.058; ANOVA Sig. = .018). Respondents who live in Bangkok's surrounding provinces ($\bar{x}$ = 6.16) have a higher mean than respondents who live in Bangkok ($\bar{x}$ = 5.83) on the attribute: the rate that you received is right (Post Hoc Sig. = .020).

4.4.2.2 Loyalty Programme

Table 4.33 Perceived Fairness – Loyalty Programme

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test	
Rates are reasonable	Member	6.03	0.20	t	sig. (t-tailed)
	Non-Member	5.83		2.216	.027

In terms of loyalty programmes, members ($\bar{x}$ = 6.03) have a higher mean than non-member ($\bar{x}$ = 5.83) on the attribute: the rate that you received is reasonable (t = 2.216; Sig. = .027).

4.4.2.3 Price Framing

Table 4.34 Perceived Fairness – Price Framing

Attribute	Price Framing	Mean	Mean Diff.	Post Hoc	ANOVA	
Rates are reasonable	Discount	6.02	0.25	Sig.	F	Sig.
	Normal Rate	5.76		.043	3.545	.030

For price framing, a significant difference is found on the attribute: the rate that you received is reasonable (F = 3.545; ANOVA Sig. = .030). Respondents that

received discounted rates ($\bar{x}$ = 6.02) have a higher mean than respondents that received normal rates ($\bar{x}$ = 5.76) on this attribute (Post Hoc Sig. = .043).

4.4.2.4 Information Adequacy

Table 4.35 Perceived Fairness – Information Adequacy

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Fairness	Full Information	6.07	0.29	Sig.	F	Sig.
	No Information	5.78		.006	8.257	.000

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Fairness	Full Information	6.07	0.33	Sig.	F	Sig.
	Partial Information	5.73		.001	8.257	.000

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Rates are reasonable	Full Information	6.11	0.28	Sig.	F	Sig.
	Partial Information	5.82		.019	4.442	.012

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Rates are fair for yourself and hotels	Full Information	6.01	0.27	Sig.	F	Sig.
	No Information	5.74		.043	6.400	.002

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Rates are fair for customers and hotels	Full Information	6.01	0.37	Sig.	F	Sig.
	Partial Information	5.64		.002	6.400	.002

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Rates are appropriate	Full Information	6.15	0.31	Sig.	F	Sig.
	No Information	5.84		.012	8.523	.000

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Rates are appropriate	Full Information	6.15	0.41	Sig.	F	Sig.
	Partial Information	5.74		.000	8.523	.000

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Rates are right	Full Information	6.10	0.29	Sig.	F	Sig.
	No Information	5.81		.023	5.468	.005

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Rates are right	Full Information	6.10	0.31	Sig.	F	Sig.
	Partial Information	5.79		.012	5.468	.005

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Rates are fair for others	Full Information	5.96	0.33	Sig.	F	Sig.
	No Information	5.63		.015	5.242	.006

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Rates are fair for others	Full Information	5.96	0.30	Sig.	F	Sig.
	Partial Information	5.66		.027	5.242	.006

In terms of information adequacy significant differences are found on overall perceived fairness (F = 8.257; ANOVA Sig. = .000) and on all 5 attributes: the rate that you received is reasonable (F = 4.442; ANOVA Sig. = .012), the rate that you received is fair for yourself and the hotel (F = 6.400; ANOVA Sig. = .002), the rate that you received is appropriate (F = 8.523; ANOVA Sig. = .000), the rate that you received is right (F = 5.468; ANOVA Sig. = .005), the rate that you received is fair for other customers (F = 5.242; ANOVA Sig. = .006). Respondents that received full information about pricing ($\bar{x}$ = 6.07) have a higher mean of overall perceived fairness than respondents that received partial information ($\bar{x}$ = 5.73; Post Hoc Sig. = .001), and respondents that received no information ($\bar{x}$ = 5.78; Post Hoc Sig. = .006). Respondents with full information ($\bar{x}$ = 6.11; 6.01; 6.15; 6.10; 5.96) also have higher means than respondents with partial information ($\bar{x}$ = 5.82; 5.64; 5.74; 5.79; 5.66) respectively on all attributes: the rate that you received is reasonable (Post Hoc Sig. = .019); the rate that you received is fair for yourself and the hotel (Post Hoc Sig. = .002); the rate that you received is appropriate (Post Hoc Sig. = .000); the rate that you received is right (Post Hoc Sig. = .012); the rate that you received is fair for other customers (Post Hoc Sig. = .027). Moreover, Respondents with full information ($\bar{x}$ = 6.01; 6.15; 6.10; 5.96) also have higher means than respondents with no information ($\bar{x}$ = 5.74; 5.84; 5.81; 5.63) respectively on four attributes: the rate that you received is fair for yourself and the hotel (Post Hoc Sig. = .043); the rate that you received is appropriate (Post Hoc Sig. = .012); the rate that you received is right (Post Hoc Sig. = .023); the rate that you received is fair for other customers (Post Hoc Sig. = .015). However, there are no significant differences between respondents with partial information and respondents with no information.

4.4.2.5 Hotel Rating

Table 4.36 Perceived Fairness – Hotel Rating

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Fairness	5 Star	5.98	0.35	Sig.	F	Sig.
	3 Star	5.63		.007	4.908	.008

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Rates are reasonable	5 Star	6.10	0.24	Sig.	F	Sig.
	4 Star	5.86		.036	6.190	.002

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Rates are reasonable	5 Star	6.10	0.39	Sig.	F	Sig.
	3 Star	5.70		.006	6.190	.002

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Rates are appropriate	5 Star	6.10	0.54	Sig.	F	Sig.
	3 Star	5.56		.000	9.400	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Rates are right	5 Star	6.02	0.37	Sig.	F	Sig.
	3 Star	5.66		.017	4.005	.019

In terms of hotel rating, significant differences are found on overall perceived fairness (F = 4.908; ANOVA Sig. = .008) and the attributes: the rate that you received is reasonable (F = 6.190; ANOVA Sig. = .002), the rate that you received is appropriate (F = 9.400; ANOVA Sig. = .000), the rate that you received is right (F = 4.005; ANOVA Sig. = .019). Respondents that stayed at 5-Star hotels ($\bar{x}$ = 5.98) have a mean of overall perceived fairness (Post Hoc Sig. = .007) than respondents that stayed at 3-Star hotels ($\bar{x}$ = 5.63). Furthermore, respondents that stayed at 5-Star hotels ($\bar{x}$ = 6.10; 6.10; 6.02) have higher means than respondents that stayed at 3-Star hotels ($\bar{x}$ = 5.70; 5.56; 5.66) respectively on the attributes: the rate that you received is reasonable (Post Hoc Sig. = .006); the rate that you received is appropriate (Post Hoc Sig. = .000); the rate that you received is right (Post Hoc Sig. = .017). In addition, respondents at 5-Star hotels ($\bar{x}$ = 6.10) also have a higher mean than respondents that stayed at 4-Star hotels ($\bar{x}$ = 5.86) on the attribute: the rate that you received is reasonable (Post Hoc Sig. = .036).

4.4.2.6 Hotel Type

Table 4.37 Perceived Fairness – Hotel Type

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA
Overall Fairness	International Chain Hotel	6.00	0.23	Sig.	F Sig.
	Domestic Chain Hotel	5.77		.038	4.123 .017

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA
Rates are reasonable	International Chain Hotel	6.12	0.35	Sig.	F Sig.
	Domestic Chain Hotel	5.77		.002	6.393 .002

For hotel type, significant differences also occur on overall perceived fairness (F = 4.123; ANOVA Sig. = .017) and on the attribute: the rate that you received is reasonable (F = 6.393; ANOVA Sig. = .002). Respondents that stayed at international chain hotels ($\bar{x}$ = 6.00) have a higher mean of perceived fairness (Post Hoc Sig. = .038) than respondents that stayed at domestic chain hotels ($\bar{x}$ = 5.77). In addition, respondents in international chain hotels ($\bar{x}$ = 6.12) also have a higher mean than respondents in domestic chain hotels ($\bar{x}$ = 5.77) on the attribute: the rate that you received is reasonable (Post Hoc Sig. = .002).

4.5 Trust

4.5.1 Descriptive Statistic & Reliability Test

Table 4.38 Trust

#	Attribute	Mean
1	This seems like a good quality hotel.	6.50
2	I believe this hotel would be trustworthy.	6.49
3	I would have confidence in this hotel.	6.41
4	I believe this hotel would be responsible.	6.36
	Overall Trust	**6.44**

There are 4 attributes for trust; the result shows the Cronbach's Alpha of '.87'. Scales of 1 - 7 were used to determine respondents' level of agreement; 1 represents totally disagree, and 7 represents totally agree. The attribute with the highest mean is 'This seems like a good quality hotel' ($\bar{x}$ = 6.50), followed by 'I believe this hotel would be trustworthy' ($\bar{x}$ = 6.49), 'I would have confidence in this hotel' ($\bar{x}$ =

6.41), ‘I believe this hotel would be responsible’ ($\bar{x}$ = 6.36). Hence, the average mean of trust is ‘6.44’.

4.5.2 Differences Among Factors

There are significant differences in trust among respondents in different groups of each factor, including current resident, monthly income, cancellation policies, booking channel, loyalty programme, price framing, rate parity, information adequacy, hotel rating, hotel type and the number of times stayed at the hotels.

4.5.2.1 Current Resident

Table 4.39 Trust – Current Resident

Attribute	Current Resident	Mean	Mean Diff.	Post Hoc	ANOVA	
Responsible	Bangkok's Surrounding	6.57	0.35	Sig.	F	Sig.
	Others	6.21		.017	3.960	.020

Significant differences are found among respondents with different current residents on the attribute: this hotel would be responsible (F = 3.960; ANOVA Sig. = .020). Respondents who currently live in Bangkok’s surrounding area ($\bar{x}$ = 6.57) have a higher mean than respondents who currently live outside of the Bangkok Metropolitan Region ($\bar{x}$ = 6.21) on this attribute (Post Hoc Sig. = .017).

4.5.2.2 Monthly Income

Table 4.40 Trust – Monthly Income

Attribute	Monthly Income	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Trust	50,001 - 100,000 Baht	6.58	0.38	Sig.	F	Sig.
	Less than 15,000 Baht	6.21		.013	3.671	.006

Attribute	Monthly Income	Mean	Mean Diff.	Post Hoc	ANOVA	
Trustworthy	50,001 - 100,000 Baht	6.66	0.40	Sig.	F	Sig.
	Less than 15,000 Baht	6.26		.023	3.108	.015

Attribute	Monthly Income	Mean	Mean Diff.	Post Hoc	ANOVA	
Responsible	50,001 - 100,000 Baht	6.53	0.43	Sig.	F	Sig.
	Less than 15,000 Baht	6.10		.033	2.907	.022

For monthly income, significant differences on overall trust (F = 3.671; ANOVA Sig. = .006), and the attributes: this hotel would be trustworthy (F = 3.108;

ANOVA Sig. = .015), this hotel would be responsible (F = 2.907; ANOVA Sig. = .022). Respondents with monthly income of 50,001 - 100,000 Baht ($\bar{x}$ = 6.58) have a higher mean of overall trust (Post Hoc Sig. = .013) than respondents with monthly income less than 15,000 Baht ($\bar{x}$ = 6.21). Furthermore, respondents with monthly income of 50,001 - 100,000 Baht ($\bar{x}$ = 6.66; 6.53) also have higher means than respondents with monthly income less than 15,000 Baht ($\bar{x}$ = 6.26; 6.10) respectively on the attributes: this hotel would be trustworthy (Post Hoc Sig. = .023); this hotel would be responsible (Post Hoc Sig. = .033).

4.5.2.3 Cancellation Policy

Table 4.41 Trust – Cancellation Policy

Attribute	Cancellation Policy	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Trust	Fully Refundable	6.49	0.23	Sig.	F	Sig.
	Partially Refundable	6.26		.048	3.030	.049

Attribute	Cancellation Policy	Mean	Mean Diff.	Post Hoc	ANOVA	
Responsible	Fully Refundable	6.45	0.35	Sig.	F	Sig.
	Partially Refundable	6.10		.013	4.678	.010

For cancellation policy, significant differences on overall trust (F = 3.030; ANOVA Sig. = .049) and the attribute: this hotel would be responsible (F = 4.678; ANOVA Sig. = .010) are identified. Respondents that reserved the hotel under a fully refundable cancellation policy ($\bar{x}$ = 6.49) have a higher mean for overall trust (Post Hoc Sig. = .048) than respondents that reserved the hotel under a partially refundable cancellation policy ($\bar{x}$ = 6.26). Furthermore, respondents with a fully refundable cancellation policy ($\bar{x}$ = 6.45) also have a higher mean than respondents with a partially refundable cancellation policy ($\bar{x}$ = 6.10) on the attribute: this hotel would be responsible (Post Hoc Sig. = .013).

4.5.2.4 Booking Channel

Table 4.42 Trust – Booking Channel

Attribute	Booking Channel	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Trust	Hotel Directs	6.50	0.15	Sig.	F	Sig.
	OTAs	6.34		.036	5.271	.005

Attribute	Booking Channel	Mean	Mean Diff.	Post Hoc	ANOVA	
Trustworthy	Hotel Directs	6.56	0.18	Sig.	F	Sig.
	OTAs	6.38		.028	4.806	.009

Attribute	Booking Channel	Mean	Mean Diff.	Post Hoc	ANOVA	
Good Quality	Hotel Directs	6.57	0.17	Sig.	F	Sig.
	OTAs	6.39		.043	4.323	.014

In terms of booking channel, significant differences are found on overall trust (F = 5.271; ANOVA Sig. = .005), and the attributes: this hotel would be trustworthy (F = 4.806; ANOVA Sig. = .009), this seems like a good quality hotel (F = 4.323; ANOVA Sig. = .014). Respondents that reserved the room through hotel direct channels ($\bar{x}$ = 6.50) have a higher mean for overall trust (Post Hoc Sig. = .036) than respondents that reserved the room via online travel agencies ($\bar{x}$ = 6.34). In addition, respondents that reserved the room through hotel direct channels ($\bar{x}$ = 6.56; 6.57) have higher means than respondents that reserved the room via online travel agencies ($\bar{x}$ = 6.38; 6.39) respectively on the attributes: this hotel would be trustworthy (Post Hoc Sig. = .028); this seems like a good quality hotel (Post Hoc Sig. = .043).

4.5.2.5 Loyalty Programme

Table 4.43 Trust – Loyalty Programme

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test	
Overall Trust	Member	6.58	0.21	t	sig. (t-tailed)
	Non-Member	6.37		3.473	.001

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test	
Trustworthy	Member	6.57	0.23	t	sig. (t-tailed)
	Non-Member	6.34		3.178	.002

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test	
Responsible	Member	6.45	0.23	t	sig. (t-tailed)
	Non-Member	6.22		2.886	.004

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test	
Confidence	Member	6.48	0.20	t	sig. (t-tailed)
	Non-Member	6.29		2.672	.008

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test	
Good Quality	Member	6.58	0.21	t	sig. (t-tailed)
	Non-Member	6.37		2.878	.004

For loyalty programmes, members ($\bar{x}$ = 6.58) have a higher mean for overall trust (t = 3.473; Sig. = .001) than non-members ($\bar{x}$ = 6.37). In addition, members of loyalty programmes ($\bar{x}$ = 6.57; 6.45; 6.48; 6.58) have higher means than non-members ($\bar{x}$ = 6.34; 6.22; 6.29; 6.37) respectively on all four attributes: this hotel would be trustworthy (t = 3.178; Sig. = .002); this hotel would be responsible (t = 2.886; Sig. = .004); I would have confidence in this hotel (t = 2.672; Sig. = .008); this seems like a good quality hotel (t = 2.878; Sig. = .004).

4.5.2.6 Price Framing

Table 4.44 Trust – Price Framing

Attribute	Price Framing	Mean	Mean Diff.	Post Hoc	ANOVA	
Trustworthy	Discount	6.54	0.22	Sig.	F	Sig.
	Normal Rate	6.32		.021	3.689	.026

For price framing, a significant difference is found on the attribute: this hotel would be trustworthy (F = 3.689; ANOVA Sig. = .026). Respondents who received a discounted rate ($\bar{x}$ = 6.54) have a higher mean than respondents who received a normal rate ($\bar{x}$ = 6.32) on the attribute: this attribute (Post Hoc Sig. = .021).

4.5.2.7 Rate Parity

Table 4.45 Trust – Rate Parity

Attribute	Rate Parity	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Trust	Disparity	6.53	0.23	Sig.	F	Sig.
	Parity	6.29		.003	7.720	.001

Attribute	Rate Parity	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Trust	Disparity	6.53	0.28	Sig.	F	Sig.
	Did not compare rate	6.25		.020	7.720	.001

Attribute	Rate Parity	Mean	Mean Diff.	Post Hoc	ANOVA	
Trustworthy	Disparity	6.57	0.23	Sig.	F	Sig.
	Parity	6.34		.010	5.887	.003

Attribute	Rate Parity	Mean	Mean Diff.	Post Hoc	ANOVA	
Confidence	Disparity	6.51	0.27	Sig.	F	Sig.
	Parity	6.24		.004	6.506	.002

Attribute	Rate Parity	Mean	Mean Diff.	Post Hoc	ANOVA	
Good Quality	Disparity	6.60	0.26	Sig.	F	Sig.
	Parity	6.34		.004	8.047	.000

Attribute	Rate Parity	Mean	Mean Diff.	Post Hoc	ANOVA	
Good Quality	Disparity	6.60	0.34	Sig.	F	Sig.
	Did not compare rate	6.26		.011	8.047	.000

In terms of rate parity, significant differences are found on overall trust (F = 7.720; ANOVA Sig. = .001), and the attributes: this hotel would be trustworthy (F = 5.887; ANOVA Sig. = .003), I would have confidence in this hotel (F = 6.506; ANOVA Sig. = .002), this seems like a good quality hotel (F = 8.047; ANOVA Sig. = .000). Respondents that found rate disparity ($\bar{x}$ = 6.53) have a higher mean for overall trust than respondents that found rate parity ($\bar{x}$ = 6.29; Post Hoc Sig. = .003) and respondents that did not compare rates ($\bar{x}$ = 6.25; Post Hoc Sig. = .020). Furthermore, respondents with disparity ($\bar{x}$ = 6.57; 6.51; 6.60) have higher means than respondents with rate parity ($\bar{x}$ = 6.34; 6.24; 6.34) respectively on the attributes: this hotel would be trustworthy (Post Hoc Sig. = .010); I would have confidence in this hotel (Post Hoc Sig. = .004); this seems like a good quality hotel (Post Hoc Sig. = .004). In addition, respondents with rate disparity ($\bar{x}$ = 6.60) also have a higher mean than respondents that did not compare

rates ($\bar{x}$ = 6.26) on the attribute: this seems like a good quality hotel (Post Hoc Sig. = .011).

4.5.2.8 Information Adequacy

Table 4.46 Trust – Information Adequacy

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Trust	Full Information	6.55	0.21	Sig.	F	Sig.
	Partial Information	6.34		.012	4.760	.009

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Responsible	Full Information	6.49	0.25	Sig.	F	Sig.
	Partial Information	6.24		.017	4.241	.015

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Good Quality	Full Information	6.62	0.23	Sig.	F	Sig.
	Partial Information	6.39		.015	4.394	.013

For information adequacy significant differences are found on overall trust (F = 4.760; ANOVA Sig. = .009), and the attributes: this hotel would be responsible (F = 4.241; ANOVA Sig. = .015), this seems like a good quality hotel (F = 4.394; ANOVA Sig. = .013). Respondents who received full information about pricing ($\bar{x}$ = 6.55) have a higher mean for overall trust (Post Hoc Sig. = .012) than respondents that received partial information about pricing ($\bar{x}$ = 6.34). In addition, respondents with full information ($\bar{x}$ = 6.49; 6.62) also have higher means than respondents with partial information ($\bar{x}$ = 6.24; 6.39) respectively on the attributes: this hotel would be responsible (Post Hoc Sig. = .017); this seems like a good quality hotel (Post Hoc Sig. = .015).

4.5.2.9 Hotel Rating

Table 4.47 Trust – Hotel Rating

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Trust	5 Star	6.65	0.38	Sig.	F	Sig.
	4 Star	6.27		.000	26.112	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Trust	5 Star	6.65	0.48	Sig.	F	Sig.
	3 Star	6.17		.000	26.112	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Trustworthy	5 Star	6.68	0.34	Sig.	F	Sig.
	4 Star	6.34		.000	17.044	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Trustworthy	5 Star	6.68	0.46	Sig.	F	Sig.
	3 Star	6.22		.000	17.044	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Responsible	5 Star	6.57	0.40	Sig.	F	Sig.
	4 Star	6.16		.000	14.111	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Responsible	5 Star	6.57	0.38	Sig.	F	Sig.
	3 Star	6.19		.002	14.111	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Confidence	5 Star	6.62	0.39	Sig.	F	Sig.
	4 Star	6.24		.000	19.003	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Confidence	5 Star	6.62	0.50	Sig.	F	Sig.
	3 Star	6.13		.000	19.003	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Good Quality	5 Star	6.73	0.39	Sig.	F	Sig.
	4 Star	6.34		.000	25.606	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Good Quality	5 Star	6.73	0.59	Sig.	F	Sig.
	3 Star	6.14		.000	25.606	.000

In terms of hotel rating, Significant differences are found on overall trust (F = 26.112; ANOVA Sig. = .000), and all attributes: this hotel would be trustworthy (F = 17.044; ANOVA Sig. = .000), this hotel would be responsible (F = 14.111; ANOVA

Sig. = .000), I would have confidence in this hotel (F = 19.003; ANOVA Sig. = .000), this seems like a good quality hotel (F = 25.606; ANOVA Sig. = .000). Respondents that stayed at 5-Star hotels ($\bar{x}$ = 6.65) have a higher mean for overall trust than respondents who stayed at 4-Star hotels ($\bar{x}$ = 6.27; Post Hoc Sig. = .000) and 3-Star hotels ($\bar{x}$ = 6.17; Post Hoc Sig. = .000). Furthermore, respondents staying at 5-Star hotels ($\bar{x}$ = 6.68; 6.57; 6.62; 6.73) have higher means than respondents staying at 4-Star hotels ($\bar{x}$ = 6.34; 6.16; 6.24; 6.34) and 3-Star hotels ($\bar{x}$ = 6.22; 6.19; 6.13; 6.14) respectively for all attributes: this hotel would be trustworthy (Post Hoc Sig. = .000; .000); this hotel would be responsible (Post Hoc Sig. = .000, .002); I would have confidence in this hotel (Post Hoc Sig. = .000; .000); this seems like a good quality hotel (Post Hoc Sig. = .000; .000). However, there are no significant differences between respondents staying at 4-Star hotels and 3-Star hotels.

4.5.2.10 Hotel Type

Table 4.48 Trust – Hotel Type

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Trust	International Chain Hotel	6.61	0.30	Sig.	F	Sig.
	Domestic Chain Hotel	6.32		.000	13.526	.000

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Trust	International Chain Hotel	6.61	0.32	Sig.	F	Sig.
	Independent Hotel	6.29		.000	13.526	.000

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA	
Trustworthy	International Chain Hotel	6.66	0.31	Sig.	F	Sig.
	Domestic Chain Hotel	6.36		.001	11.050	.000

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA	
Trustworthy	International Chain Hotel	6.66	0.32	Sig.	F	Sig.
	Independent Hotel	6.34		.000	11.050	.000

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA	
Responsible	International Chain Hotel	6.54	0.32	Sig.	F	Sig.
	Domestic Chain Hotel	6.22		.002	8.342	.000

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA	
Responsible	International Chain Hotel	6.54	0.30	Sig.	F	Sig.
	Independent Hotel	6.24		.003	8.342	.000

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA	
Confidence	International Chain Hotel	6.57	0.28	Sig.	F	Sig.
	Domestic Chain Hotel	6.29		.004	7.494	.001

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA	
Confidence	International Chain Hotel	6.57	0.28	Sig.	F	Sig.
	Independent Hotel	6.29		.004	7.494	.001

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA	
Good Quality	International Chain Hotel	6.68	0.28	Sig.	F	Sig.
	Domestic Chain Hotel	6.41		.002	12.926	.000

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA	
Good Quality	International Chain Hotel	6.68	0.39	Sig.	F	Sig.
	Independent Hotel	6.30		.000	12.926	.000

Similar patterns are also found in the differences among hotel types as significant differences are found on overall trust (F = 13.526; ANOVA Sig. = .000), and all attributes: this hotel would be trustworthy (F = 11.050; ANOVA Sig. = .000), this

hotel would be responsible (F = 8.342; ANOVA Sig. = .000), I would have confidence in this hotel (F = 7.494; ANOVA Sig. = .000), this seems like a good quality hotel (F = 12.926; ANOVA Sig. = .000). Respondents who stayed at international chain hotels ($\bar{x}$ = 6.61) have a higher mean on overall trust than respondents who stayed at domestic chain hotels ($\bar{x}$ = 6.32; Post Hoc Sig. = .000) or independent hotels ($\bar{x}$ = 6.29; Post Hoc Sig. = .000). In addition, respondents that stayed at international chain hotels ($\bar{x}$ = 6.66; 6.54; 6.57; 6.68) have higher means than respondents staying at domestic chain hotels ($\bar{x}$ = 6.36; 6.22; 6.29; 6.41) and independent hotels ($\bar{x}$ = 6.34; 6.24; 6.29; 6.30) respectively on all attributes: this hotel would be trustworthy (Post Hoc Sig. = .001; .000); this hotel would be responsible (Post Hoc Sig. = .002; .003); I would have confidence in this hotel (Post Hoc Sig. = .004; .004); this seems like a good quality hotel (Post Hoc Sig. = .002; .000). However, there are no significant differences between respondents staying at domestic chain hotels and independent hotels.

4.5.2.11 Number of Times Stayed at the Hotel

Table 4.49 Trust – Number of Times Stayed at the Hotel

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Trust	More than 3 Times	6.58	0.21	Sig.	F	Sig.
	1st time	6.36		.042	3.704	.025

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Trustworthy	More than 3 Times	6.69	0.28	Sig.	F	Sig.
	1st time	6.41		.014	4.146	.016

For the number of times stayed at the hotel, significant differences are found on overall trust (F = 3.704; ANOVA Sig. = .025) and the attribute: this hotel would be trustworthy (F = 4.146; ANOVA Sig. = .016). Respondents that stayed with the hotels more than 3 times ($\bar{x}$ = 6.58) have a higher mean for overall trust (Post Hoc Sig. = .042) than respondents who stayed with the hotel for the first time ($\bar{x}$ = 6.36). In addition, the respondents that stayed with the hotels more than 3 times ($\bar{x}$ = 6.69) have a higher mean than respondents who stayed for the first time ($\bar{x}$ = 6.41) on the attribute: this hotel would be trustworthy (Post Hoc Sig. = .014).

4.6 Satisfaction

4.6.1 Descriptive Statistic & Reliability Test

Table 4.50 Satisfaction

#	Attribute	Mean
1	I did the right thing when I chose to stay at the hotel.	6.38
2	I had a pleasurable stay at the hotel.	6.37
3	Overall, I am satisfied with my decision to stay at the hotel.	6.32
4	I feel that the hotel service is better than my expectation.	5.89
	Overall Satisfaction	**6.24**

There are 4 attributes for satisfaction; the result shows Cronbach's alpha of '.86'. Scales of 1 - 7 were used to determine respondents' level of agreement; 1 represents totally disagree, and 7 represents totally agree. The attribute with the highest mean is 'I did the right thing when I choose to stay at the hotel' ($\bar{x}$ = 6.38), followed by 'I had a pleasurable stay at the hotel' ($\bar{x}$ = 6.37), 'Overall, I am satisfied with my decision to stay at the hotel' ($\bar{x}$ = 6.32), 'I feel that the hotel service is better than my expectation' ($\bar{x}$ = 5.89). Hence, the average mean for satisfaction is '6.24'.

4.6.2 Differences Among Factors

There are significant differences in satisfaction among respondents in different groups of each factor, including booking channel, loyalty programme, information inadequacy, hotel rating, hotel type, 'We Travel Together' campaign and purpose of stay.

4.6.2.1 Booking Channel

Table 4.51 Satisfaction – Booking Channel

Attribute	Booking Channel	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Satisfaction	Hotel Directs	6.32	0.21	Sig.	F	Sig.
	OTAs	6.11		.008	7.229	.001

Attribute	Booking Channel	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Satisfaction	Tradditional Travel Agency	6.95	0.84	Sig.	F	Sig.
	OTAs	6.11		.023	7.229	.001

Attribute	Booking Channel	Mean	Mean Diff.	Post Hoc	ANOVA	
Better than Expected	Hotel Directs	6.00	0.27	Sig.	F	Sig.
	OTAs	5.73		.025	5.509	.004

Attribute	Booking Channel	Mean	Mean Diff.	Post Hoc	ANOVA	
Satisfied with decision to stay	Hotel Directs	6.40	0.20	Sig.	F	Sig.
	OTAs	6.19		.020	5.819	.003

For booking channel, significant differences are found on overall satisfaction (F = 7.229; ANOVA Sig. = .001), and the attributes: service is better than expected (F = 5.509; ANOVA Sig. = .004), satisfied with the decision to stay at the hotel (F = 5.819; ANOVA Sig. = .003). Respondents that reserved the room through hotel direct channels ($\bar{x}$ = 6.32; Post Hoc Sig. = .008) and via traditional travel agencies ($\bar{x}$ = 6.95; Post Hoc Sig. = .023) have a higher mean for overall satisfaction than respondents that reserved the room via online travel agencies ($\bar{x}$ = 6.11). In addition, respondents that reserved the room through hotel direct channels ($\bar{x}$ = 6.00; 6.40) also have higher means than respondents who reserved the room via online travel agencies ($\bar{x}$ = 5.73; 6.19) respectively on the attributes: service is better than expected (Post Hoc Sig. = .025); satisfied with the decision to stay at the hotel (Post Hoc Sig. = .020).

4.6.2.2 Loyalty Programme

Table 4.52 Satisfaction – Loyalty Programme

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test	
Overall Satisfaction	Member	6.34	0.25	t	sig. (t-tailed)
	Non-Member	6.09		3.591	.000

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test	
Pleasurable	Member	6.45	0.22	t	sig. (t-tailed)
	Non-Member	6.24		2.703	.007

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test	
Right Choice	Member	6.47	0.23	t	sig. (t-tailed)
	Non-Member	6.24		3.009	.003

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test	
Better than Expected	Member	6.04	0.40	t	sig. (t-tailed)
	Non-Member	5.64		3.771	.000

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test	
Satisfied with decision to stay	Member	6.38	0.15	t	sig. (t-tailed)
	Non-Member	6.22		2.028	.043

In terms of loyalty programme, members of loyalty programme ($\bar{x}$ = 6.34) have a higher mean on overall satisfaction (t = 3.591; Sig. = .000) than respondents that are non-members ($\bar{x}$ = 6.09). In addition, members of loyalty programmes ($\bar{x}$ = 6.45; 6.47; 6.04; 6.38) have higher means than non-member ($\bar{x}$ = 6.24; 6.24; 5.64; 6.22) respectively on all four attributes: pleasurable stay at the hotel (t = 2.703; Sig. = .007); right choice to stay at the hotel (t = 3.009; Sig. = .003); service is better than expected (t = 3.771; Sig. = .000); satisfied with the decision to stay at the hotel (t = 2.028; Sig. = .043).

4.6.2.3 Information Adequacy

Table 4.53 Satisfaction – Information Adequacy

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Satisfaction	Full Information	6.42	0.37	Sig.	F	Sig.
	No Information	6.04		.000	11.116	.000

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Satisfaction	Full Information	6.42	0.23	Sig.	F	Sig.
	Partial Information	6.19		.012	11.116	.000

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Pleasurable	Full Information	6.55	0.34	Sig.	F	Sig.
	No Information	6.21		.001	8.598	.000

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Pleasurable	Full Information	6.55	0.27	Sig.	F	Sig.
	Partial Information	6.28		.006	8.598	.000

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Right Choice	Full Information	6.55	0.34	Sig.	F	Sig.
	No Information	6.21		.000	8.103	.000

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Right Choice	Full Information	6.55	0.24	Sig.	F	Sig.
	Partial Information	6.32		.021	8.103	.000

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Better than Expected	Full Information	6.11	0.54	Sig.	F	Sig.
	No Information	5.58		.000	9.747	.000

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Better than Expected	Partial Information	5.89	0.32	Sig.	F	Sig.
	No Information	5.58		.045	9.747	.000

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Satisfied with decision to stay	Full Information	6.46	0.28	Sig.	F	Sig.
	No Information	6.18		.005	5.448	.005

In terms of information adequacy, significant differences are found on overall satisfaction (F = 11.116; ANOVA Sig. = .000), and all attributes: pleasurable stay at the hotel (F = 8.598; ANOVA Sig. = .000), right choice to stay at the hotel (F = 8.103; ANOVA Sig. = .000),service is better than expected (F = 9.747; ANOVA Sig. = .000), satisfied with the decision to stay at the hotel (F = 5.448; ANOVA Sig. = .005). Respondents that received full information ($\bar{x}$ = 6.42) about pricing have a higher mean for overall satisfied than respondents that received partial information ($\bar{x}$ = 6.04; Post

Hoc Sig. = .000) and respondents that did not receive information at all ($\bar{x}$ = 6.19; Post Hoc Sig. = .012). In addition, respondents with full information ($\bar{x}$ = 6.55; 6.55; 6.11; 6.46) also have higher means than respondents that received no information ($\bar{x}$ = 6.21; 6.21; 5.58; 6.18) respectively on all four attributes: pleasurable stay at the hotel (Post Hoc Sig. = .001); right choice to stay at the hotel (Post Hoc Sig. = .000); service is better than expected (Post Hoc Sig. = .000); satisfied with the decision to stay at the hotel (Post Hoc Sig. = .005). Moreover, respondents with full information ($\bar{x}$ = 6.55; 6.55) also have higher means than respondents with partial information ($\bar{x}$ = 6.28; 6.32) respectively on two attributes: pleasurable stay at the hotel (Post Hoc Sig. = .006); right choice to stay at the hotel (Post Hoc Sig. = .021). Also, respondents with partial information ($\bar{x}$ = 5.89) have a higher mean than respondents with no information ($\bar{x}$ = 5.58) on the attribute: service is better than expected (Post Hoc Sig. = .045).

4.6.2.4 Hotel Rating

Table 4.54 Satisfaction – Hotel Rating

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Satisfaction	5 Star	6.44	0.35	Sig.	F	Sig.
	4 Star	6.09		.000	17.680	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Satisfaction	5 Star	6.44	0.46	Sig.	F	Sig.
	3 Star	5.97		.000	17.680	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Pleasurable	5 Star	6.59	0.34	Sig.	F	Sig.
	4 Star	6.24		.000	19.958	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Pleasurable	5 Star	6.59	0.60	Sig.	F	Sig.
	3 Star	5.98		.000	19.958	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Right Choice	5 Star	6.54	0.28	Sig.	F	Sig.
	4 Star	6.26		.002	9.662	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Right Choice	5 Star	6.54	0.39	Sig.	F	Sig.
	3 Star	6.16		.001	9.662	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Better than Expected	5 Star	6.14	0.44	Sig.	F	Sig.
	4 Star	5.70		.000	12.295	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Better than Expected	5 Star	6.14	0.57	Sig.	F	Sig.
	3 Star	5.56		.000	12.295	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Satisfied with decision to stay	5 Star	6.48	0.33	Sig.	F	Sig.
	4 Star	6.15		.000	10.008	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Satisfied with decision to stay	5 Star	6.48	0.30	Sig.	F	Sig.
	3 Star	6.19		.016	10.008	.000

For hotel rating, there are also significant differences on overall satisfaction (F = 17.680; ANOVA Sig. = .000) and on all four attributes: pleasurable stay at the hotel (F = 19.958; ANOVA Sig. = .000), right choice to stay at the hotel (F = 9.662; ANOVA Sig. = .000), service is better than expected (F = 12.295; ANOVA Sig. = .000), satisfied

with the decision to stay at the hotel (F = 10.008; ANOVA Sig. = .005). Respondents that stayed at 5-Star hotels ($\bar{x}$ = 6.44) have a higher mean for overall satisfaction than respondents that stayed at 4-Star hotels ($\bar{x}$ = 6.09; Post Hoc Sig. = .000) and 3-Star hotels ($\bar{x}$ = 5.97; Post Hoc Sig. = .000). In addition, respondents staying at 5-Star hotels ($\bar{x}$ = 6.59; 6.54; 6.14; 6.48) have higher means than respondents stayed at 4-Star hotels ($\bar{x}$ = 6.24; 6.26; 5.70; 6.15) and 3-Star hotels ($\bar{x}$ = 5.98; 6.16; 5.56; 6.19) respectively on all four attributes: pleasurable stay at the hotel (Post Hoc Sig. = .000; .000); right choice to stay at the hotel (Post Hoc Sig. = .002; .001); service is better than expected (Post Hoc Sig. = .000; .000); satisfied with the decision to stay at the hotel (Post Hoc Sig. = .000; .016). However, there are no significant differences between respondents in 4-Star hotels and 3-Star hotels.

4.6.2.5 Hotel Type

Table 4.55 Satisfaction – Hotel Type

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Satisfaction	International Chain Hotel	6.35	0.24	Sig.	F	Sig.
	Independent Hotel	6.10		.009	4.612	.010

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA	
Pleasurable	International Chain Hotel	6.47	0.25	Sig.	F	Sig.
	Independent Hotel	6.22		.015	3.979	.019

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA	
Better than Expected	International Chain Hotel	6.05	0.38	Sig.	F	Sig.
	Independent Hotel	5.68		.006	4.982	.007

In terms of hotel type significant differences are found on overall satisfaction (F = 4.612; ANOVA Sig. = .010) and on the attributes: pleasurable stay at the hotel (F = 3.079; ANOVA Sig. = .19), service is better than expected (F = 4.982; ANOVA Sig. = .007). Respondents that stayed at international chain hotels ($\bar{x}$ = 6.35) have a higher mean on overall satisfaction (Post Hoc Sig. = .009) than respondents that stayed at independent hotels ($\bar{x}$ = 6.10). Furthermore, respondents in international chain hotels ($\bar{x}$ = 6.47; 6.05) also have higher means than respondents in independent hotels ($\bar{x}$ = 6.22; 5.68) respectively on the attributes: pleasurable stay at the hotel (Post Hoc Sig. = .015); service is better than expected (Post Hoc Sig. = 006).

4.6.2.6 'We Travel Together' Campaign

Table 4.56 Satisfaction – 'We Travel Together' Campaign

Attribute	We Travel Together	Mean	Mean Diff.	T-test	
Better than Expected	Yes	6.01	0.21	t	sig. (t-tailed)
	No	5.80		2.072	.039

Respondents that reserved the room under the 'We Travel Together campaign ($\bar{x}$ = 6.01) have a higher mean than respondents that did not join the campaign ($\bar{x}$ = 5.80) on the attribute: service is better than expected (t = 2.072; Sig. = .039).

4.6.2.7 Purpose of Stay

Table 4.57 Satisfaction – Purpose of Stay

Attribute	Purpose of Stay	Mean	Mean Diff.	T-test	
Overall Satisfaction	Business	6.27	0.29	t	sig. (t-tailed)
	Leisure	5.98		2.344	.020

Attribute	Purpose of Stay	Mean	Mean Diff.	T-test	
Pleasurable	Business	6.40	0.37	t	sig. (t-tailed)
	Leisure	6.03		2.135	.039

Attribute	Purpose of Stay	Mean	Mean Diff.	T-test	
Better than Expected	Business	5.93	0.44	t	sig. (t-tailed)
	Leisure	5.49		2.445	.015

In terms of purpose of stay, respondents that stayed with business purposes ($\bar{x}$ = 6.27) have a higher mean for overall satisfaction (t = 2.344; Sig. = .020) than respondents with leisure purposes ($\bar{x}$ = 5.98). Furthermore, business travellers ($\bar{x}$ = 6.40; 5.93) also have higher means than leisure travellers ($\bar{x}$ = 6.03; 5.49) respectively on the attributes: pleasurable stay at the hotel (t = 2.135; Sig. = .039); service is better than expected (t = 2.445; Sig. = .015).

4.7 Cognitive Loyalty

4.7.1 Descriptive Statistic & Reliability Test

Table 4.58 Cognitive Loyalty

#	Attribute	Mean
1	I consider this hotel as my first choice when I need lodging services in the same area.	5.28
2	This hotel provides superior service compared to other hotels.	5.11
3	This hotel has more benefits than the other hotels in its category.	5.09
4	No other hotels perform services better than this hotel.	4.18
	Overall Cognitive Loyalty	**4.91**

There are 4 attributes for cognitive loyalty; the result shows Cronbach's alpha of '.82'. Scales of 1 - 7 were used to determine respondents' level of agreement; 1 represents totally disagree, and 7 represents totally agree. The attribute with the highest mean is 'I consider this hotel as my first choice when I need lodging services in the same area' ($\bar{x}$ = 5.28), followed by 'This hotel provides superior service compared to other hotels' ($\bar{x}$ = 5.11), 'This hotel has more benefits than the other hotels in its category ($\bar{x}$ = 5.09), 'No other hotels perform services better than this hotel' ($\bar{x}$ = 4.18). Hence, the average mean of cognitive loyalty is '4.91'.

4.7.2 Differences Among Factors

There are significant differences in cognitive loyalty among respondents in different groups of each factor, including age range, booking channel, loyalty programme, rate parity, information adequacy, hotel rating, hotel type and the number of times stayed at the hotel.

4.7.2.1 Age Range

Table 4.59 Cognitive Loyalty – Age Range

Attribute	Age Range	Mean	Mean Diff.	Post Hoc	ANOVA	
1st Choice	18 -24	5.70	0.59	Sig.	F	Sig.
	25 - 40	5.12		.010	7.118	.001

Attribute	Age Range	Mean	Mean Diff.	Post Hoc	ANOVA	
1st Choice	41+	5.61	0.49	Sig.	F	Sig.
	25 - 40	5.12		.014	7.118	.001

Attribute	Age Range	Mean	Mean Diff.	Post Hoc	ANOVA	
More Benefits	41 +	5.41	0.44	Sig.	F	Sig.
	25 - 40	4.97		.045	3.758	.024

For the age range, significant differences are found on the attributes: this hotel is my first choice (F = 7.118; ANOVA Sig. = .001), more benefits than the other hotels (F = 3.758; ANOVA Sig. = .024). Respondents with age range between 18 - 24 years old ($\bar{x}$ = 5.70; Post Hoc Sig. = .010) and respondents that are 41 years old or older ($\bar{x}$ = 5.61; Post Hoc Sig. = .014) have higher means than respondents with age range between 25 - 40 years old ($\bar{x}$ = 5.12) on the attribute: this hotel is my first choice. In addition, respondents who are 41 years old or older ($\bar{x}$ = 5.41) also have a higher mean than respondents with age range between 25 - 40 years old ($\bar{x}$ = 4.97) on the attribute: more benefits than the other hotels (Post Hoc Sig. = .045).

4.7.2.2 Booking Channel

Table 4.60 Cognitive Loyalty – Booking Channel

Attribute	Booking Channel	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Cognitive Loyalty	Hotel Directs	5.05	0.30	Sig.	F	Sig.
	OTAs	4.75		.025	4.246	.015

Attribute	Booking Channel	Mean	Mean Diff.	Post Hoc	ANOVA	
Superior Service	Hotel Directs	5.26	0.34	Sig.	F	Sig.
	OTAs	4.93		.025	4.304	.014

Attribute	Booking Channel	Mean	Mean Diff.	Post Hoc	ANOVA	
More Benefits	Hotel Directs	5.30	0.47	Sig.	F	Sig.
	OTAs	4.83		.002	7.244	.001

In terms of booking channel, significant differences are identified on overall cognitive loyalty (F = 4.246; ANOVA Sig. = .015) and the attributes: superior service

than other hotels (F = 4.304; ANOVA Sig. = .014), more benefits than the other hotels (F = 7.244; ANOVA Sig. = .001). Respondents that reserved the room through hotel direct channels ($\bar{x}$ = 5.05) have a higher mean of overall cognitive loyalty (Post Hoc Sig. = .025) than respondents who reserved the room from online travel agencies ($\bar{x}$ = 4.75). Furthermore, respondents that reserved the room through hotel direct channels ($\bar{x}$ = 5.26; 5.30) also have higher means than respondents that reserved the room from online travel agencies ($\bar{x}$ = 4.93; 4.83) respectively on the attributes: superior service than other hotels (Post Hoc Sig. = .025); more benefits than the other hotels (Post Hoc Sig. = .002).

4.7.2.3 Loyalty Programme

Table 4.61 Cognitive Loyalty – Loyalty Programme

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test	
Overall Cognitive Loyalty	Member	5.01	0.25	t	sig. (t-tailed)
	Non-Member	4.76		2.193	.029

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test	
1st Choice	Member	5.39	0.28	t	sig. (t-tailed)
	Non-Member	5.11		2.061	.040

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test	
Superior Service	Member	5.23	0.31	t	sig. (t-tailed)
	Non-Member	4.92		2.405	.017

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test	
More Benefits	Member	5.25	0.42	t	sig. (t-tailed)
	Non-Member	4.83		2.975	.003

For loyalty programmes, members of loyalty programmes ($\bar{x}$ = 5.01) have a higher mean of overall cognitive loyalty (t = 2.193; Sig. = .029) than non-member ($\bar{x}$ = 4.76). In addition, members ($\bar{x}$ = 5.39; 5.23; 5.25) have higher means than non-members ($\bar{x}$ = 5.11; 4.92; 4.83) respectively on the attributes: this hotel is my first choice (t = 2.061; Sig. = .040); superior service than other hotels (t = 2.405; Sig. = .017); more benefits than the other hotels (t = 2.975; Sig. = .003).

4.7.2.4 Rate Parity

Table 4.62 Cognitive Loyalty – Rate Parity

Attribute	Rate Parity	Mean	Mean Diff.	Post Hoc	ANOVA	
No Better Hotels	Parity	4.52	0.52	Sig.	F	Sig.
	Disparity	4.00		.016	4.576	.011

For rate parity, a significant difference occurred on the attribute: no other hotels perform services better (F = 4.576; ANOVA Sig. = .011). Respondents with rate parity ($\bar{x}$ = 4.52) have a higher mean than respondents with rate disparity ($\bar{x}$ = 4.00) on this attribute (Post Hoc Sig. = .016).

4.7.2.5 Information Adequacy

Table 4.63 Cognitive Loyalty – Information Adequacy

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Cognitive Loyalty	Full Information	5.23	0.75	Sig.	F	Sig.
	No Information	4.48		.000	15.740	.000

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Cognitive Loyalty	Full Information	5.23	0.32	Sig.	F	Sig.
	Partial Information	4.91		.045	15.740	.000

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Cognitive Loyalty	Partial Information	4.91	0.43	Sig.	F	Sig.
	No Information	4.48		.008	15.740	.000

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
No Better Hotels	Full Information	4.48	0.89	Sig.	F	Sig.
	No Information	3.59		.000	11.258	.000

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
No Better Hotels	Partial Information	4.30	0.71	Sig.	F	Sig.
	No Information	3.59		.002	11.258	.000

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
1st Choice	Full Information	5.54	0.52	Sig.	F	Sig.
	No Information	5.02		.003	5.863	.003

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Superior Service	Full Information	5.42	0.77	Sig.	F	Sig.
	No Information	4.65		.000	13.156	.000

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Superior Service	Partial Information	5.12	0.47	Sig.	F	Sig.
	No Information	4.65		.009	13.156	.000

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
More Benefits	Full Information	5.46	0.81	Sig.	F	Sig.
	No Information	4.64		.000	12.439	.000

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
More Benefits	Full Information	5.46	0.44	Sig.	F	Sig.
	Partial Information	5.02		.018	12.439	.000

In term of information adequacy, significant differences are found on overall cognitive loyalty (F = 15.740; ANOVA Sig. = .000), and on all four attributes: no other hotels perform services better (F = 11.258; ANOVA Sig. = .000), this hotel is my first choice (F = 5.863; ANOVA Sig. = .003), superior service than other hotels (F = 13.156; ANOVA Sig. = .000), more benefits than the other hotels (F = 12.439; ANOVA Sig. = .000). Respondents with full information ($\bar{x}$ = 5.23) have a higher mean of overall cognitive loyalty than respondents with no information ($\bar{x}$ = 4.48; Post Hoc Sig. = .000) and respondents with partial information ($\bar{x}$ = 4.91; Post Hoc Sig. = .045); in addition, the differences between the means for overall cognitive loyalty of respondents with partial information ($\bar{x}$ = 4.91) and no information ($\bar{x}$ = 4.48) are also significant (Post Hoc Sig. = .008). Furthermore, respondents with full information ($\bar{x}$ = 4.48; 5.54; 5.42; 5.46) have higher means than respondents with no information ($\bar{x}$ = 3.59; 5.02; 4.65; 4.64) respectively on all four attributes: no other hotels perform services better (Post Hoc Sig. = .000); this hotel is my first choice (Post Hoc Sig. = .003), superior service than other hotels (Post Hoc Sig. = .000); more benefits than the other hotels (Post Hoc Sig. = .000). Moreover, respondents with full information ($\bar{x}$ = 5.46) also have a higher mean than respondents with partial information ($\bar{x}$ = 5.02) on the attribute: more benefits than the other hotels (Post Hoc Sig. = .018). While respondents with partial information ($\bar{x}$ = 4.30; 5.12) have higher means than respondents with no information ($\bar{x}$ = 3.59; 4.65) respectively on the attributes: no other hotels perform services better (Post Hoc Sig. = .002); superior service than other hotels (Post Hoc Sig. = .009).

4.7.2.6 Hotel Rating

Table 4.64 Cognitive Loyalty – Hotel Rating

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Cognitive Loyalty	5 Star	5.14	0.43	Sig.	F	Sig.
	4 Star	4.72		.000	8.366	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Cognitive Loyalty	5 Star	5.14	0.51	Sig.	F	Sig.
	3 Star	4.64		.000	8.366	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Superior Service	5 Star	5.44	0.59	Sig.	F	Sig.
	4 Star	4.85		.000	15.249	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Superior Service	5 Star	5.44	0.80	Sig.	F	Sig.
	3 Star	4.64		.000	15.249	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
More Benefits	5 Star	5.42	0.57	Sig.	F	Sig.
	4 Star	4.86		.000	12.825	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
More Benefits	5 Star	5.42	0.86	Sig.	F	Sig.
	3 Star	4.56		.000	12.825	.000

Significant differences among respondents in different hotel ratings are found for overall cognitive loyalty (F = 8.366; ANOVA Sig. = .000) and the attributes: superior service than other hotels (F = 15.249; ANOVA Sig. = .000), more benefits than the other hotels (F = 12.825; ANOVA Sig. = .000). Respondents that stayed at 5-Star hotels ($\bar{x}$ = 5.14) have a higher mean of overall cognitive loyalty than respondents that stayed at 4-Star hotels ($\bar{x}$ = 4.72; Post Hoc Sig. = .000) and 3-Star hotels ($\bar{x}$ = 4.64; Post Hoc Sig. = .000). Furthermore, respondents in 5-Star hotels ($\bar{x}$ = 5.44; 5.42) have higher means than respondents in 4-Star hotels ($\bar{x}$ = 4.85, 4.86) and 3-Star hotels ($\bar{x}$ = 4.64; 4.56) respectively on both attributes: superior service than other hotels (Post Hoc Sig. = .000, .000); more benefits than the other hotels (Post Hoc Sig. = .000, .000). However, no significant differences are found between respondents in 4-Star hotels and 3-Star hotels.

4.7.2.7 Hotel Type

Table 4.65 Cognitive Loyalty – Hotel Type

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA	
More Benefits	International Chain Hotel	5.34	0.51	Sig.	F	Sig.
	Independent Hotel	4.82		.006	5.407	.005

For hotel type, significant differences are found for the attribute: more benefits than the other hotels (F = 5.407; ANOVA Sig. = .005). Respondents that stayed in international chain hotels ($\bar{x}$ = 5.34) have a higher mean than respondents that stayed in independent hotels ($\bar{x}$ = 4.82) on this attribute (Post Hoc Sig. = .006).

4.7.2.8 Number of Times Stayed at the Hotel

Table 4.66 Cognitive Loyalty – Number of Times Stayed at the Hotel

Attribute	Time Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
1st Choice	More than 3 Times	5.66	0.52	Sig.	F	Sig.
	1st time	5.14		.018	3.933	.020

For the number of times stayed at the hotel, significant differences occur for the attribute: this hotel is my first choice (F = 3.933; ANOVA Sig. = .020). Respondents who have stayed with the hotel more than 3 times ($\bar{x}$ = 5.66) have a higher mean than respondents who stayed at the hotel for the first time ($\bar{x}$ = 5.14) on this attribute (Post Hoc Sig. = .018).

4.8 Affective Loyalty

4.8.1 Descriptive Statistic & Reliability Test

Table 4.67 Affective Loyalty

#	Attribute	Mean
1	I like staying at this hotel very much.	5.80
2	I feel better when I stay at this hotel.	5.72
3	I like this hotel more than other hotels.	5.55
4	This hotel is the one that I appreciate most in the same area.	5.46
	Overall Affective Loyalty	**5.63**

There are 4 attributes for affective loyalty; the result shows Cronbach's alpha of '.91'. Scales of 1 - 7 were used to determine respondents' level of agreement; 1 represents totally disagree, and 7 represents totally agree. The attributes that have the highest mean is 'I like staying at this hotel very much' ($\bar{x}$ = 5.80) followed by, 'I feel better when I stay at this hotel' ($\bar{x}$ = 5.72), 'I like this hotel more than other hotels' ($\bar{x}$ = 5.55) and 'This hotel is the one that I appreciate most in the same area' ($\bar{x}$ = 5.46). Hence, the average mean of overall affective loyalty is '5.63'.

4.8.2 Differences Among Factors

There are significant differences in affective loyalty among respondents in different groups of each factor, including occupation, booking channel, loyalty programme, information adequacy, hotel rating, hotel type, number of times stayed at the hotel, 'We Travel Together' Campaign and purpose of stay.

4.8.2.1 Occupation

Table 4.68 Affective Loyalty - Occupation

Attribute	Occupation	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Affective Loyalty	Business Owner	5.87	0.78	Sig.	F	Sig.
	Others	5.09		.009	3.196	.013

Attribute	Occupation	Mean	Mean Diff.	Post Hoc	ANOVA	
Like this hotel than others	Business Owner	5.74	0.78	Sig.	F	Sig.
	Others	4.96		.034	2.451	.046

Attribute	Occupation	Mean	Mean Diff.	Post Hoc	ANOVA	
Appreciate this hotel the most	Business Owner	5.75	1.00	Sig.	F	Sig.
	Others	4.75		.006	4.140	.003

Attribute	Occupation	Mean	Mean Diff.	Post Hoc	ANOVA	
Appreciate this hotel the most	Student	5.76	1.01	Sig.	F	Sig.
	Others	4.75		.016	4.140	.003

For occupation, significant differences are found on overall affective loyalty ($F = 3.196$; ANOVA Sig. = .013) and the attributes: like this hotel more than other hotels ($F = 2.451$; ANOVA Sig. = .046), appreciate this hotel the most in the area ($F = 4.410$; ANOVA Sig. = .003). Respondents who are business owners ($\bar{x} = 5.87$) have a higher mean of overall affective loyalty (Post Hoc Sig. = .009) than respondents in the 'others' group ($\bar{x} = 5.09$). In addition, business owners ($\bar{x} = 5.74$; 5.75) also have higher means than respondents in the 'others' group ($\bar{x} = 4.96$; 4.75) respectively on the attributes: like this hotel more than other hotels (Post Hoc Sig. = .034); and appreciate this hotel the most in the area (Post Hoc Sig. = .006). Furthermore, students ($\bar{x} = 5.76$) also have a higher mean than respondents in the 'others' group ($\bar{x} = 4.75$) on the attribute: appreciate this hotel the most in the area (Post Hoc Sig. = .016).

4.8.2.2 Booking Channel

Table 4.69 Affective Loyalty – Booking Channel

Attribute	Booking Channel	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Affective Loyalty	Hotel Directs	5.76	0.30	Sig.	F	Sig.
	OTAs	5.46		.008	4.921	.008

Attribute	Booking Channel	Mean	Mean Diff.	Post Hoc	ANOVA	
Feel better staying here	Hotel Directs	5.86	0.32	Sig.	F	Sig.
	OTAs	5.54		.009	4.523	.011

Attribute	Booking Channel	Mean	Mean Diff.	Post Hoc	ANOVA	
Like staying at this hotel	Hotel Directs	5.94	0.34	Sig.	F	Sig.
	OTAs	5.60		.003	5.511	.004

Attribute	Booking Channel	Mean	Mean Diff.	Post Hoc	ANOVA	
Appreciate this hotel the most	Hotel Directs	5.60	0.32	Sig.	F	Sig.
	OTAs	5.29		.034	5.049	.007

In terms of booking channel, significant differences are identified for overall affective loyalty (F = 4.921; ANOVA Sig. = .008), and the attributes: feel better to stay with this hotel (F = 4.523; ANOVA Sig. = .011), like to stay at this hotel very much (F = 5.511; ANOVA Sig. = .004), and appreciate this hotel the most in the same area (F = 5.049; ANOVA Sig. = .007). Respondents who reserved the room through hotel direct channels ($\bar{x}$ = 5.76) have a higher level of overall affective loyalty (Post Hoc Sig. = .008) than respondents that reserved the room via online travel agencies ($\bar{x}$ = 5.46). Furthermore, respondents that reserved the room through hotel direct channels ($\bar{x}$ = 5.86; 5.94; 5.60) have higher means than respondents that reserved the room via online travel agencies ($\bar{x}$ = 5.54; 5.60; 5.29) respectively on the attributes: feel better to stay with this hotel (Post Hoc Sig. = .009); like to stay at this hotel very much (Post Hoc Sig. = .003); appreciate this hotel the most in the area (Post Hoc Sig. = .034).

4.8.2.3 Loyalty Programme

Table 4.70 Affective Loyalty – Loyalty Programme

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test	
Overall Affective Loyalty	Member	5.72	0.24	t	sig. (t-tailed)
	Non-Member	5.48		2.324	.021

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test	
Feel better staying here	Member	5.83	0.29	t	sig. (t-tailed)
	Non-Member	5.54		2.680	.008

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test	
Like staying at this hotel	Member	5.90	0.27	t	sig. (t-tailed)
	Non-Member	5.63		2.506	.013

For loyalty programmes, members of loyalty programmes ($\bar{x}$ = 5.72) have higher means of overall affective loyalty (t = 2.324; Sig. = .021) than non-members ($\bar{x}$ = 5.48). In addition, members of loyalty programmes ($\bar{x}$ = 5.83; 5.90) have higher means than non-members ($\bar{x}$ = 5.54; 5.63) respectively on the attribute: feel better to stay with this hotel (t = 2.680 Sig. = .008); like to stay at this hotel very much (t = 2.506; Sig. = .013).

4.8.2.4 Information Adequacy

Table 4.71 Affective Loyalty – Information Adequacy

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Affective Loyalty	Full Information	5.81	0.42	Sig.	F	Sig.
	No Information	5.40		.002	6.195	.002

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Like this hotel than others	Full Information	5.71	0.37	Sig.	F	Sig.
	No Information	5.34		.019	3.810	.023

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Feel better staying here	Full Information	5.91	0.39	Sig.	F	Sig.
	No Information	5.52		.007	4.884	.008

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Like staying at this hotel	Full Information	5.97	0.40	Sig.	F	Sig.
	No Information	5.57		.004	5.246	.006

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Appreciate this hotel the most	Full Information	5.66	0.50	Sig.	F	Sig.
	No Information	5.16		.003	5.667	.004

In terms of information adequacy, significant differences are found on overall affective loyalty (F = 6.195; ANOVA Sig. = .002) and all four attributes: like this hotel more than other hotels (F = 3.810; ANOVA Sig. = .023), feel better to stay with this hotel (F = 4.884; ANOVA Sig. = .008), like to stay at this hotel very much (F = 5.246; ANOVA Sig. = .006), appreciate this hotel the most in the area (F = 5.667; ANOVA Sig. = .004). Respondents that received full information about pricing ($\bar{x}$ = 5.81) have a higher mean of overall affective loyalty (Post Hoc Sig. = .002) than respondents that received no information about pricing ($\bar{x}$ = 5.40). In addition, respondents with full information ($\bar{x}$ = 5.71; 5.91; 5.97; 5.66) also have higher means than respondents with no information ($\bar{x}$ = 5.34; 5.52; 5.57; 5.16) respectively on the attributes: like this hotel more than other hotels (Post Hoc Sig. = .019); feel better to stay with this hotel (Post Hoc Sig. = .007); like to stay at this hotel very much (Post Hoc Sig. = .004); appreciate this hotel the most in the area (Post Hoc Sig. = .003).

4.8.2.5 Hotel Rating

Table 4.72 Affective Loyalty – Hotel Rating

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Affective Loyalty	5 Star	5.88	0.47	Sig.	F	Sig.
	4 Star	5.42		.000	13.807	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Affective Loyalty	5 Star	5.88	0.57	Sig.	F	Sig.
	3 Star	5.32		.000	13.807	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Like this hotel than others	5 Star	5.80	0.46	Sig.	F	Sig.
	4 Star	5.34		.000	10.610	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Like this hotel than others	5 Star	5.80	0.58	Sig.	F	Sig.
	3 Star	5.22		.001	10.610	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Feel better staying here	5 Star	6.00	0.55	Sig.	F	Sig.
	4 Star	5.45		.000	13.837	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Feel better staying here	5 Star	6.00	0.51	Sig.	F	Sig.
	3 Star	5.48		.002	13.837	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Like staying at this hotel	5 Star	6.07	0.51	Sig.	F	Sig.
	4 Star	5.57		.000	14.987	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Like staying at this hotel	5 Star	6.07	0.62	Sig.	F	Sig.
	3 Star	5.45		.000	14.987	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Appreciate this hotel the most	5 Star	5.67	0.36	Sig.	F	Sig.
	4 Star	5.31		.024	6.450	.002

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Appreciate this hotel the most	5 Star	5.67	0.56	Sig.	F	Sig.
	3 Star	5.11		.006	6.450	.002

For hotel rating, there are significant differences on overall affective loyalty (F = 13.807; ANOVA Sig. = .000) and all four attributes: like this hotel more than other hotels (F = 10.610; ANOVA Sig. = .000), feel better to stay with this hotel (F = 13.837; ANOVA Sig. = .000), like to stay at this hotel very much (F = 14.987; ANOVA Sig. = .000), appreciate this hotel the most in the area (F = 6.450; ANOVA Sig. = .002). Respondents that stayed at 5-Star hotels ($\bar{x}$ = 5.88) have a higher mean of overall affective loyalty than respondents that stayed at 4-Star hotels ($\bar{x}$ = 5.42; Post Hoc Sig. = .000) and respondents that stayed at 3-Star hotels. ($\bar{x}$ = 5.32; Post Hoc Sig. = .000). Furthermore, respondents in 5-Star hotels ($\bar{x}$ = 5.80; 6.00; 6.07; 5.67) also have higher means than respondents in 4-Star hotels ($\bar{x}$ = 5.34; 5.45; 5.57; 5.31) and 3-Star hotels ($\bar{x}$ = 5.22; 5.48; 5.45; 5.11) respectively on the attributes: like this hotel more than other hotels (Post Hoc Sig. = .000; .001); feel better to stay with this hotel (Post Hoc Sig. = .000; .002); like to stay at this hotel very much (Post Hoc Sig. = .000; .000); appreciate this hotel the most in the area (Post Hoc Sig. = .024; .006). However, no significant differences are found between respondents in 4-Star hotels and 3-Star hotels.

4.8.2.6 Hotel Type

Table 4.73 Affective Loyalty – Hotel Type

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA	
Like staying at this hotel	International Chain Hotel	5.95	0.33	Sig.	F	Sig.
	Domestic Chain Hotel	5.63		.027	3.800	.023

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA	
Appreciate this hotel the most	International Chain Hotel	5.63	0.36	Sig.	F	Sig.
	Independent Hotel	5.27		.047	3.354	.036

There are significant differences among respondents staying in different hotel types for the attributes: like to stay at this hotel very much (F = 3.800; ANOVA Sig. = .023), appreciate this hotel the most in the area (F = 3.354; ANOVA Sig. = .036). Respondents that stayed at international chain hotels ($\bar{x}$ = 5.95) have a higher mean than respondents that stayed at domestic chain hotels ($\bar{x}$ = 5.63) on the attribute: like to stay at this hotel very much (Post Hoc Sig. = .027). Moreover, respondents in international chain hotels ($\bar{x}$ = 5.63) also have a higher mean than respondents that stayed at independent hotels ($\bar{x}$ = 5.27) on the attribute: appreciate this hotel the most in the area (Post Hoc Sig. = .047).

4.8.2.7 Number of Times Stayed at this Hotel

Table 4.74 Affective Loyalty – Number of Times Stayed at this Hotel

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Affective Loyalty	More than 3 Times	5.97	0.48	Sig.	F	Sig.
	1st time	5.48		.002	6.378	.002

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Like this hotel than others	More than 3 Times	5.82	0.41	Sig.	F	Sig.
	1st time	5.42		.033	3.633	.027

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Feel better staying here	More than 3 Times	6.18	0.64	Sig.	F	Sig.
	1st time	5.54		.000	9.766	.000

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Feel better staying here	More than 3 Times	6.18	0.40	Sig.	F	Sig.
	2-3 Times	5.78		.036	9.766	.000

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Like staying at this hotel	More than 3 Times	6.06	0.39	Sig.	F	Sig.
	1st time	5.67		.024	4.036	.018

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Appreciate this hotel the most	More than 3 Times	5.81	0.49	Sig.	F	Sig.
	1st time	5.32		.017	4.016	.019

Significant differences among respondents with different numbers of times stayed at the hotel are found for overall affective loyalty (F = 6.378; ANOVA Sig. = .002) and all four attributes: like this hotel more than other hotels (F = 3.633; ANOVA Sig. = .027), feel better to stay with this hotel (F = 9.766; ANOVA Sig. = .000), like to stay at this hotel very much (F = 4.036; ANOVA Sig. = .018), appreciate this hotel the most in the area (F = 4.016; ANOVA Sig. = .019). Respondents that stayed with the hotel more than 3 times ($\bar{x}$ = 5.97) have a higher mean of overall affective loyalty (Post Hoc Sig. = .002) than respondents that stayed with the hotel for the first time ($\bar{x}$ = 5.48). Furthermore, respondents that stayed with the hotel more than 3 times ($\bar{x}$ = 5.82; 6.18; 6.06; 5.81) have higher means than respondents that stayed with the hotel for the first time ($\bar{x}$ = 5.42; 5.54; 5.67; 5.32) respectively on the attributes: like this hotel more than other hotels (Post Hoc Sig. = .033); feel better to stay with this hotel (Post Hoc Sig. = .000); like to stay at this hotel very much (Post Hoc Sig. = .024); appreciate this hotel the most in the area (Post Hoc Sig. = .017). In addition, respondents that stayed with the

hotel more than 3 times ($\bar{x}$ = 6.18) have a higher mean than respondents that stayed with the hotel for 2-3 times ($\bar{x}$ = 5.78) on the attribute: feel better to stay with this hotel (Post Hoc Sig. = .036).

4.8.2.8 'We Travel Together' Campaign

Table 4.75 Affective Loyalty – 'We Travel Together' Campaign

Attribute	We Travel Together	Mean	Mean Diff.	T-test	
Overall Affective Loyalty	Yes	5.75	0.21	t	sig. (t-tailed)
	No	5.53		2.165	.031

Attribute	We Travel Together	Mean	Mean Diff.	T-test	
Feel better staying here	Yes	5.84	0.22	t	sig. (t-tailed)
	No	5.62		2.072	.039

Attribute	We Travel Together	Mean	Mean Diff.	T-test	
Appreciate this hotel the most	Yes	5.63	0.33	t	sig. (t-tailed)
	No	5.31		2.659	.008

There are also significant differences in overall affective loyalty (t = 2.165; Sig. = .031) between respondents that joined the 'We Travel Together' campaign ($\bar{x}$ = 5.75), which have a higher mean than respondents that did not join the campaign ($\bar{x}$ = 5.53). In addition, respondents that joined the campaign ($\bar{x}$ = 5.84; 5.63) also have higher means than respondents that did not join the campaign ($\bar{x}$ = 5.62; 5.31) respectively on the attributes: feel better to stay with this hotel (t = 2.072; Sig. = .039); appreciate this hotel the most in the area (t = 2.659; Sig. = .008).

4.9 Conative Loyalty

4.9.1 Descriptive Statistic & Reliability Test

Table 4.76 Conative Loyalty

#	Attribute	Mean
1	In the future, I intend to recommend this hotel to others who seek my advice.	5.93
2	I intend to say positive things about this hotel to other people.	5.87
3	I intend to continue staying at this hotel in the future.	5.24
4	Even if other hotels were offering a lower rate, I would stay at this hotel.	4.70
5	If this hotel were to raise the rate, I would still continue to stay in the hotel.	4.08
	Overall Conative Loyalty	**5.16**

There are 5 attributes for conative loyalty; the result shows Cronbach's alpha of '.85'. Scales of 1 - 7 were used to determine respondents' level of agreement; 1 represents totally disagree, and 7 represents totally agree. The attribute with the highest mean is 'In the future, I intend to recommend this hotel to others who seek my advice' ($\bar{x}$ = 5.93), followed by 'I intend to say positive things about this hotel to other people' ($\bar{x}$ = 5.87), 'I intend to continue staying at this hotel in the future' ($\bar{x}$ = 5.24), 'Even if other hotels were offering a lower rate, I would stay at this hotel' ($\bar{x}$ = 4.70), 'If this hotel were to raise the rate, I would still continue to stay in the hotel' ($\bar{x}$ = 4.08). Hence, the average mean of conative loyalty is '5.16'.

4.9.2 Differences Among Factors

There are significant differences in conative loyalty among respondents in different groups of each factor, including current resident, occupation, cancellation policy, booking channel, length of stay, loyalty programme, rate parity, information inadequacy, hotel rating, hotel type and the number of times stayed at the hotel.

4.9.2.1 Current Resident

Table 4.77 Conative Loyalty – Current Resident

Attribute	Current Resident	Mean	Mean Diff.	Post Hoc	ANOVA	
Intent to say positive	Bangkok	5.90	0.38	Sig.	F	Sig.
	Others	5.52		.039	4.793	.009

Attribute	Current Resident	Mean	Mean Diff.	Post Hoc	ANOVA	
Intent to say positive	Bangkok's Surrounding	6.09	0.57	Sig.	F	Sig.
	Others	5.52		.009	4.793	.009

For current residents, significant differences are found in the attribute: intention to say positive things (F = 4.793; ANOVA Sig. = .009). Respondents that currently live in Bangkok ($\bar{x}$ = 5.90; Post Hoc Sig. = .039) and respondents that live in Bangkok's surrounding area ($\bar{x}$ = 6.09; Post Hoc Sig. = .009) have higher means on this attribute than respondents that live outside of Bangkok Metropolitan Region ($\bar{x}$ = 5.52).

4.9.2.2 Occupation

Table 4.78 Conative Loyalty – Occupation

Attribute	Occupation	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Conative Loyalty	Business Owner	5.49	0.78	Sig.	F	Sig.
	Others	4.72		.023	3.121	.015

Attribute	Occupation	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Conative Loyalty	Business Owner	5.49	0.40	Sig.	F	Sig.
	Private Employee	5.09		.046	3.121	.015

Attribute	Occupation	Mean	Mean Diff.	Post Hoc	ANOVA	
Will stay even others offer better rates	Business Owner	5.21	0.64	Sig.	F	Sig.
	Private Employee	4.57		.027	3.108	.015

Attribute	Occupation	Mean	Mean Diff.	Post Hoc	ANOVA	
Intent to continue to stay	Business Owner	5.61	1.11	Sig.	F	Sig.
	Others	4.50		.005	4.078	.003

In terms of occupation, significant differences are found on overall conative loyalty (F = 3.121; ANOVA Sig. = .015), and the attributes: if other hotels offer a lower rate, I would still stay at this hotel (F = 3.108; ANOVA Sig. = .015), intention to continue staying in this hotel (F = 4.087; ANOVA Sig. = .003). Respondents who are business owners ($\bar{x}$ = 5.49) have a higher mean of overall conative loyalty than respondents who are private employees ($\bar{x}$ = 4.72; Post Hoc Sig. = .023) and respondents

in ‘others’ group ($\bar{x}$ = 5.09; Post Hoc Sig. = .046). In addition, respondents who are business owners ($\bar{x}$ = 5.21) have a higher mean than respondents who are private employees ($\bar{x}$ = 4.57) on the attribute: if other hotels offer a lower rate, I would still stay at this hotel (Post Hoc Sig. = .027). Furthermore, business owners ($\bar{x}$ = 5.61) also have a higher mean than respondents in the ‘others’ group ($\bar{x}$ = 4.50) for the attribute: intention to continue staying in this hotel (Post Hoc Sig. = .005).

4.9.2.3 Cancellation Policy

Table 4.79 Conative Loyalty – Cancellation Policy

Attribute	Cancellation Policy	Mean	Mean Diff.	Post Hoc	ANOVA	
Will stay even others offer better rates	Fully Refundable	4.84	0.54	Sig.	F	Sig.
	Non-Refundable	4.30		.011	4.462	.012

Attribute	Cancellation Policy	Mean	Mean Diff.	Post Hoc	ANOVA	
Will stay even if prices rise	Fully Refundable	4.22	0.53	Sig.	F	Sig.
	Non-Refundable	3.69		.009	4.728	.009

Significant differences in the attributes: if other hotels offer a lower rate, I would still stay at this hotel (F = 4.462; ANOVA Sig. = .012), if the rate rises, I would still stay at this hotel (F = 4.728; ANOVA Sig. = .009) are also identified among respondents that received different cancellation policies. Respondents who received a fully refundable cancellation policy ($\bar{x}$ = 4.84; 4.22) have higher means than respondents with a non-refundable cancellation policy ($\bar{x}$ = 4.30; 3.69) respectively on the attributes: if other hotels offer a lower rate, I would still stay at this hotel (Post Hoc Sig. = .011); if the rate rises, I would still stay at this hotel (Post Hoc Sig. = .009).

4.9.2.4 Booking Channel

Table 4.80 Conative Loyalty – Booking Channel

Attribute	Booking Channel	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Conative Loyalty	Hotel Directs	5.33	0.39	Sig.	F	Sig.
	OTAs	4.95		.001	6.536	.002

Attribute	Booking Channel	Mean	Mean Diff.	Post Hoc	ANOVA	
Will stay even others offer better rates	Hotel Directs	4.89	0.46	Sig.	F	Sig.
	OTAs	4.43		.015	3.995	.019

Attribute	Booking Channel	Mean	Mean Diff.	Post Hoc	ANOVA	
Intent to continue to stay	Hotel Directs	5.40	0.35	Sig.	F	Sig.
	OTAs	5.05		.032	3.377	.035

Attribute	Booking Channel	Mean	Mean Diff.	Post Hoc	ANOVA	
Intent to say positive	Hotel Directs	6.02	0.34	Sig.	F	Sig.
	OTAs	5.68		.013	4.542	.011

Attribute	Booking Channel	Mean	Mean Diff.	Post Hoc	ANOVA	
Intent to recommend	Hotel Directs	6.12	0.42	Sig.	F	Sig.
	OTAs	5.70		.000	8.566	.000

For booking channels, significant differences are found on overall conative loyalty (F = 6.536; ANOVA Sig. = .002), and the attributes: if other hotels offer a lower rate, I would still stay at this hotel (F = 3.995; ANOVA Sig. = .019), intention to continue staying in this hotel (F = 3.377; ANOVA Sig. = .035), intention to say positive things (F = 4.542 ANOVA Sig. = .011), intention to recommend this hotel to others who seek my advice (F = 8.566; ANOVA Sig. = .000). Respondents who reserved the room through hotel direct channels ($\bar{x}$ = 5.33) have a higher mean of overall conative loyalty (Post Hoc Sig. = .001) than respondents that reserved the room via online travel agencies ($\bar{x}$ = 4.95). Furthermore, respondents that reserved the room on hotel direct channels ($\bar{x}$ = 4.89; 5.40; 6.02; 6.12) also have higher means than respondents that reserved the room via online travel agencies ($\bar{x}$ = 4.43; 5.05; 5.68; 5.70) respectively on the attributes: if other hotels offer a lower rate, I would still stay at this hotel (Post Hoc Sig. = .015); intention to continue staying in this hotel (Post Hoc Sig. = .032); intention to say positive things (Post Hoc Sig. = .013); intention to recommend this hotel to others who seek my advice (Post Hoc Sig. = .000).

4.9.2.5 Length of Stay

Table 4.81 Conative Loyalty – Length of Stay

Attribute	Length of Stay	Mean	Mean Diff.	Post Hoc	ANOVA	
Will stay even if prices rise	3-5 Nights	4.58	0.58	Sig.	F	Sig.
	1-2 Night(s)	4.00		.029	3.606	.028

Attribute	Length of Stay	Mean	Mean Diff.	Post Hoc	ANOVA	
Intent to continue to stay	3-5 Nights	5.67	0.50	Sig.	F	Sig.
	1-2 Night(s)	5.16		.031	4.242	.015

In terms of length of stay, significant differences are found on the attributes: if the rate rises, I would still stay at this hotel (F = 3.606; ANOVA Sig. = .028), intention to continue staying in this hotel (F = 4.242; ANOVA Sig. = .015). Respondents that stayed at the hotels for 3 - 5 Nights ($\bar{x}$ = 4.58; 5.67) have higher means than respondents that stayed at the hotels for 1 - 2 nights ($\bar{x}$ = 4.00; 5.16) respectively on the attributes: if the rate rises, I would still stay at this hotel (Post Hoc Sig. = .029); intention to continue staying in this hotel (Post Hoc Sig. = .031).

4.9.2.6 Loyalty Programme

Table 4.82 Conative Loyalty – Loyalty Programme

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test	
Overall Conative Loyalty	Member	5.27	0.29	t	sig. (t-tailed)
	Non-Member	4.98		2.635	.009

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test	
Intent to continue to stay	Member	5.38	0.36	t	sig. (t-tailed)
	Non-Member	5.02		2.613	.009

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test	
Intent to say positive	Member	5.98	0.31	t	sig. (t-tailed)
	Non-Member	5.68		2.603	.010

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test	
Intent to recommend	Member	6.08	0.41	t	sig. (t-tailed)
	Non-Member	5.68		3.689	.000

Significant differences on overall conative loyalty are identified between members and non-members of loyalty programmes as respondents who are members of loyalty programmes ($\bar{x}$ = 5.27) have a higher mean of overall conative loyalty (t = 2.635; Sig. = .009) than respondents that are non-member ($\bar{x}$ = 4.98). Furthermore, respondents that are members of loyalty programmes ($\bar{x}$ = 5.38; 5.98; 6.08) also have higher means than respondents that are non-members ($\bar{x}$ = 5.02; 5.68; 5.68) respectively on the

attributes: intention to continue staying in this hotel (t = 2.613; Sig. = .009); intention to say positive things (t = 2.603; Sig. = .010); intention to recommend this hotel to others who seek my advice (t = 3.689; Sig. = .000).

4.9.2.7 Rate Parity

Table 4.83 Conative Loyalty – Rate Parity

Attribute	Rate Parity	Mean	Mean Diff.	Post Hoc	ANOVA	
Will stay even others offer better rates	Parity	5.25	0.80	Sig.	F	Sig.
	Disparity	4.45		.000	9.472	.000

Attribute	Rate Parity	Mean	Mean Diff.	Post Hoc	ANOVA	
Will stay even if prices rise	Parity	4.58	0.72	Sig.	F	Sig.
	Disparity	3.86		.000	8.519	.000

For rate parity, significant differences occurred on the attributes: if other hotels offer a lower rate, I would still stay at this hotel (F = 9.472; ANOVA Sig. = .000), if the rate rises, I would still stay at this hotel (F = 8.519; ANOVA Sig. = .000). Respondents with rate parity ($\bar{x}$ = 5.25; 4.58) have higher means than respondents with rate disparity ($\bar{x}$ = 4.45; 3.86) respectively on both attributes: if other hotels offer a lower rate, I would still stay at this hotel (Post Hoc Sig. = .000); if the rate rises, I would still stay at this hotel (Post Hoc Sig. = .000).

4.9.2.8 Information Adequacy

Table 4.84 Conative Loyalty – Information Adequacy

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Conative Loyalty	Full Information	5.38	0.53	Sig.	F	Sig.
	No Information	4.84		.000	8.459	.000

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Conative Loyalty	Partial Information	5.18	0.34	Sig.	F	Sig.
	No Information	4.84		.045	8.459	.000

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Will stay even others offer better rates	Full Information	4.99	0.73	Sig.	F	Sig.
	No Information	4.26		.001	6.905	.001

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Will stay even if prices rise	Full Information	4.35	0.81	Sig.	F	Sig.
	No Information	3.53		.000	10.677	.000

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Will stay even if prices rise	Partial Information	4.24	0.71	Sig.	F	Sig.
	No Information	3.53		.001	10.677	.000

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Intent to continue to stay	Full Information	5.38	0.44	Sig.	F	Sig.
	No Information	4.94		.025	4.071	.018

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Intent to say positive	Full Information	6.09	0.41	Sig.	F	Sig.
	No Information	5.68		.011	5.178	.006

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Intent to say positive	Full Information	6.09	0.34	Sig.	F	Sig.
	Partial Information	5.75		.043	5.178	.006

In term of information adequacy, significant differences are found on overall conative loyalty (F = 8.459; ANOVA Sig. = .000), and four attributes: if other hotels offer a lower rate , I would still stay at this hotel (F = 6.905; ANOVA Sig. = .001), if the rate rises, I would still stay at this hotel (F = 10.677; ANOVA Sig. = .000), intention to continue staying in this hotel (F = 4.071; ANOVA Sig. = .018), intention to say positive things (F = 5.178; ANOVA Sig. = .006). Respondents that received full information about pricing ($\bar{x}$ = 5.38; Post Hoc Sig. = .000) and respondents that received partial information about pricing ($\bar{x}$ = 5.18; Post Hoc Sig. = .045) have higher means of overall conative loyalty than respondents that received no information ($\bar{x}$ = 4.84).

Furthermore, respondents with full information ($\bar{x}$ = 4.99; 4.35; 5.38; 6.09) have higher means than respondents with no information ($\bar{x}$ = 4.26; 3.53; 4.94; 5.68) respectively on the attributes: if other hotels offer a lower rate, I would still stay at this hotel (Post Hoc Sig. = .001); if the rate rises, I would still stay at this hotel (Post Hoc Sig. = .000); intention to continue staying in this hotel (Post Hoc Sig. = .025); intention to say positive things (Post Hoc Sig. = .011). Moreover, respondents with full information ($\bar{x}$ = 6.09) also have a higher mean than respondents with partial information ($\bar{x}$ = 5.75) for the attribute: intention to say positive things (Post Hoc Sig. = .043). In addition, respondents with partial information ($\bar{x}$ = 4.24) have a higher mean than respondents with no information ($\bar{x}$ = 3.53) on the attribute: if the rate rises, I would still stay at this hotel (Post Hoc Sig. = .001).

4.9.2.9 Hotel Rating

Table 4.85 Conative Loyalty – Hotel Rating

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Conative Loyalty	5 Star	5.39	0.44	Sig.	F	Sig.
	4 Star	4.95		.000	9.002	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Conative Loyalty	5 Star	5.39	0.46	Sig.	F	Sig.
	3 Star	4.93		.010	9.002	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Intent to continue to stay	5 Star	5.49	0.51	Sig.	F	Sig.
	4 Star	4.98		.002	6.555	.002

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Intent to say positive	5 Star	6.15	0.54	Sig.	F	Sig.
	4 Star	5.60		.000	11.696	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Intent to say positive	5 Star	6.15	0.55	Sig.	F	Sig.
	3 Star	5.59		.003	11.696	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Intent to recommend	5 Star	6.20	0.51	Sig.	F	Sig.
	4 Star	5.69		.000	12.518	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Intent to recommend	5 Star	6.20	0.58	Sig.	F	Sig.
	3 Star	5.63		.001	12.518	.000

Significant differences on overall conative loyalty (F = 9.002; ANOVA Sig. = .000) and the attributes: intention to continue staying in this hotel (F = 6.555; ANOVA Sig. = .002), intention to say positive things (F = 11.696; ANOVA Sig. = .000), intention to recommend this hotel to others who seek my advice (F = 12.518; ANOVA Sig. = .000) are also found between respondents staying in different hotel ratings. Respondents that stayed at 5-Star hotels ($\bar{x}$ = 5.39) have a higher mean on overall conative loyalty than respondents that stayed at 4-Star hotels ($\bar{x}$ = 4.95; Post Hoc Sig. = .000) and 3-Star hotels ($\bar{x}$ = 4.93; Post Hoc Sig. = .010). In addition, respondents in 5-Star hotels ($\bar{x}$ = 6.15; 6.20) also have higher means that respondents in 4-Star hotels ($\bar{x}$ = 5.60; 5.69) and 3-Star hotels ($\bar{x}$ = 5.59; 5.63) respectively on the attributes: intention to say positive things (Post Hoc Sig. = .000; .003); intention to recommend this hotel to others who seek my advice (Post Hoc Sig. = .000; .001). In addition, respondents in 5-Stars hotels ($\bar{x}$ = 5.49) also have a higher mean than respondents in 4-Star hotels ($\bar{x}$ = 4.98) on the attribute: intention to continue staying in this hotel (Post Hoc Sig. = .002).

4.9.2.10 Hotel Type

Table 4.86 Conative Loyalty – Hotel Type

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA	
Intent to say positive	International Chain Hotel	6.04	0.34	Sig.	F	Sig.
	Independent Hotel	5.69		.042	3.561	.029

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA	
Intent to recommend	International Chain Hotel	6.13	0.40	Sig.	F	Sig.
	Independent Hotel	5.73		.006	5.604	.004

For hotel type, significant differences are found on the attributes: intention to say positive things (F = 3.561; ANOVA Sig. = .029), intention to recommend this hotel to others who seek my advice (F = 5.604; ANOVA Sig. = .004). Respondents that stayed in international chain hotels ($\bar{x}$ = 6.04; 6.13) have higher means than respondents that stayed in independent hotels ($\bar{x}$ = 5.69; 5.73) respectively on both attributes:

intention to say positive things (Post Hoc Sig. = .042); intention to recommend this hotel to others who seek my advice (Post Hoc Sig. = .006).

4.9.2.11 Number of Times Stayed at the Hotel

Table 4.87 Conative Loyalty – Number of Times Stayed at the Hotel

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Conative Loyalty	More than 3 Times	5.54	0.60	Sig.	F	Sig.
	1st time	4.93		.000	10.725	.000

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Conative Loyalty	2-3 Times	5.34	0.40	Sig.	F	Sig.
	1st time	4.93		.002	10.725	.000

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Will stay even others offer better rates	More than 3 Times	5.31	0.95	Sig.	F	Sig.
	1st time	4.36		.000	10.769	.000

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Will stay even others offer better rates	2-3 Times	4.91	0.55	Sig.	F	Sig.
	1st time	4.36		.005	10.769	.000

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Will stay even if prices rise	2-3 Times	4.30	0.43	Sig.	F	Sig.
	1st time	3.86		.034	4.322	.014

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Intent to continue to stay	More than 3 Times	5.85	0.96	Sig.	F	Sig.
	1st time	4.89		.000	17.222	.000

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Intent to continue to stay	2-3 Times	5.50	0.61	Sig.	F	Sig.
	1st time	4.89		.000	17.222	.000

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Intent to recommend	More than 3 Times	6.18	0.42	Sig.	F	Sig.
	1st time	5.76		.021	5.393	.005

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Intent to recommend	2-3 Times	6.07	0.31	Sig.	F	Sig.
	1st time	5.76		.029	5.393	.005

In term of the numbers of times stayed at the hotel, significant differences are found on overall conative loyalty (F = 10.725; ANOVA Sig. = .000) and the attributes: if other hotels offer a lower rate, I would still stay at this hotel (F = 10.769; ANOVA Sig. = .000), if the rate rises, I would still stay at this hotel (F = 4.322; ANOVA Sig. = .014), intention to continue staying in this hotel (F = 17.222; ANOVA Sig. = .000), intention to recommend this hotel to others who seek my advice (F = 5.393; ANOVA Sig. = .005). Respondents who have stayed with the hotels more than 3 times ($\bar{x}$ = 5.54; Post Hoc Sig. = .000) and respondents who have stayed with the hotels for 2 - 3 times ($\bar{x}$ = 5.34; Post Hoc Sig. = .002) have higher means of overall conative loyalty than respondents that stayed with the hotel for the first time ($\bar{x}$ = 4.93). Furthermore, respondents that stayed with the hotel more than 3 times ($\bar{x}$ = 5.31; 5.85; 6.18) have higher means than respondents who stayed with the hotel for the first time ($\bar{x}$ = 4.36; 4.89; 5.76) respectively on the attributes: if other hotels offer a lower rate, I would still stay at this hotel (Post Hoc Sig. = .000); intention to continue staying in this hotel (Post Hoc Sig. = .000); intention to recommend this hotel to others who seek my advice (Post Hoc Sig. = .021). Moreover, respondents that have stayed with the hotel for 2 - 3 times ($\bar{x}$ = 4.91; 4.30; 5.50; 6.07) have higher means than respondent that stayed with the hotel for the first time ($\bar{x}$ = 4.36; 3.86; 4.89; 5.76) respectively on the attributes: if other hotels offer a lower rate, I would still stay at this hotel (Post Hoc Sig. = .005); if the rate rises, I would still stay at this hotel (Post Hoc Sig. = .034); intention to continue staying in this hotel (Post Hoc Sig. = .000); intention to recommend this hotel to others who seek my advice (Post Hoc Sig. = .029). However, no significant differences are found between respondents that stayed with the hotel more than 3 times and respondents that stayed with the hotel for 2 - 3 times.

4.10 Attitudinal Loyalty

4.10.1 Descriptive Statistic

For attitudinal loyalty, the mean score is calculated by finding the average of the mean scores of 13 attributes under cognitive loyalty, affective loyalty, and cognitive loyalty; the average mean for attitudinal loyalty is '5.23'.

4.10.2 Differences Among Factors

There are significant differences in attitudinal loyalty among respondents in different groups of each factor, occupation (F = 3.504; ANOVA Sig. = .008), booking channel (F = 6.439; ANOVA Sig. = .002), loyalty programme (t = 2.666; Sig. = .008), information adequacy (F = 12.093; ANOVA Sig. = .000), hotel rating (F = 12.417; ANOVA Sig. = .000) and number of times stayed at the hotel (F = 7.686; ANOVA Sig. = .001).

4.10.2.1 Occupation

Table 4.88 Attitudinal Loyalty - Occupation

Attribute	Occupation	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Attitudinal Loyalty	Business Owner	5.52	0.72	Sig.	F	Sig.
	Other	4.79		.015	3.504	.008

Attribute	Occupation	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Attitudinal Loyalty	Business Owner	5.52	0.37	Sig.	F	Sig.
	Private Employee	5.15		.037	3.504	.008

For occupations, respondents that are business owners ($\bar{x}$ = 5.52) have a higher mean of attitudinal loyalty than respondents who are private employees ($\bar{x}$ = 5.15; Post Hoc Sig. = .037) and respondents in 'others' group ($\bar{x}$ = 4.79; Post Hoc Sig. = .015).

4.10.2.2 Booking Channel

Table 4.89 Attitudinal Loyalty – Booking Channel

Attribute	Booking Channel	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Attitudinal Loyalty	Hotel Directs	5.38	0.33	Sig.	F	Sig.
	OTAs	5.04		.002	6.439	.002

In terms of booking channels, respondents who reserved the room through hotel direct channels ($\bar{x}$ = 5.38) have a higher mean of attitudinal loyalty (Post Hoc Sig. = .002) than respondents who reserved the room via online travel agencies ($\bar{x}$ = 5.04).

4.10.2.3 Loyalty Programme

Table 4.90 Attitudinal Loyalty – Loyalty Programme

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test	
Overall Attitudinal Loyalty	Member	5.33	0.26	t	sig. (t-tailed)
	Non-Member	5.07		2.666	.008

Members of loyalty programmes ($\bar{x}$ = 5.33) also have a higher mean of attitudinal loyalty than non-members ($\bar{x}$ = 5.07).

4.10.2.4 Information Adequacy

Table 4.91 Attitudinal Loyalty – Information Adequacy

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Attitudinal Loyalty	Full Information	5.46	0.56	Sig.	F	Sig.
	No Information	4.90		.000	12.093	.000

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Attitudinal Loyalty	Partial Information	5.23	0.33	Sig.	F	Sig.
	No Information	4.90		.023	12.093	.000

For information adequacy, respondents who received full information about pricing ($\bar{x}$ = 5.46; Post Hoc Sig. = .000) and respondents who received partial information ($\bar{x}$ = 5.23; Post Hoc Sig. = .023) have higher means of attitudinal loyalty than respondents who received no information ($\bar{x}$ = 4.90).

4.10.2.5 Hotel Rating

Table 4.92 Attitudinal Loyalty – Hotel Rating

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Attitudinal Loyalty	5 Star	5.47	0.45	Sig.	F	Sig.
	4 Star	5.02		.000	12.417	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Attitudinal Loyalty	5 Star	5.47	0.51	Sig.	F	Sig.
	3 Star	4.96		.001	12.417	.000

In terms of hotel ratings, respondents who stayed at 5-Star hotels ($\bar{x}$ = 5.47) have a higher mean of attitudinal loyalty than respondents who stayed at 4-Star hotels ($\bar{x}$ = 5.02; Post Hoc Sig. = .000) and 3-Star hotels ($\bar{x}$ = 4.96; Post Hoc Sig. = .001).

4.10.2.6 Number of Times Stayed at the Hotel

Table 4.93 Attitudinal Loyalty – Number of Times Stayed at the Hotel

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Attitudinal Loyalty	More than 3 Times	5.52	0.47	Sig.	F	Sig.
	1st time	5.06		.002	7.686	.001

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Attitudinal Loyalty	2-3 Times	5.36	0.30	Sig.	F	Sig.
	1st time	5.06		.015	7.686	.001

Respondents who stayed with the hotel more than 3 times ($\bar{x}$ = 5.52; Post Hoc Sig. = .002) and respondents who stayed with the hotel for 2 - 3 times ($\bar{x}$ = 5.36; Post Hoc Sig. = .015) have higher means of attitudinal loyalty than respondents who stayed with the hotel for the first time ($\bar{x}$ = 5.06).

4.11 Behavioural Loyalty

4.11.1 Descriptive Statistic & Reliability Test

Table 4.94 Behavioural Loyalty

#	Attribute	Mean
1	I tell positive thing about this hotel	5.89
2	I recommend this hotel to others	5.84
3	If this same hotel brand opens a new branch in the area that I visit, I will choose to stay at this hotel brand.	5.34
4	Compared with other hotels in the same area, I have spent more money at this hotel.	4.94
5	Compared to other hotels in the same area, I have stayed more often at this hotel than the others.	4.79
6	When I visit the same area, I always stay at this hotel.	4.62
	Overall Behavioural Loyalty	**5.24**

There are 6 attributes for behavioural loyalty; the result shows Cronbach's alpha of '.87'. Scales of 1 - 7 were used to determine respondents' level of agreement; 1 represents totally disagree, and 7 represents totally agree. The attribute with the highest mean is 'I tell positive things about this hotel' ($\bar{x}$ = 5.89), 'I recommend this hotel to others' ($\bar{x}$ = 5.84), 'If this same hotel brand opens a new branch in the area that I visit, I will choose to stay at this hotel brand' ($\bar{x}$ = 5.34), 'Compared with other hotels in the same area, I have spent more money at this hotel' ($\bar{x}$ = 4.94), 'Compared to other hotels in the same area, I have stayed more often at this hotel than the others' ($\bar{x}$ = 4.79), 'When I visit the same area, I always stay at this hotel' ($\bar{x}$ = 4.62). Hence, the average mean of behavioural loyalty is '5.24'.

4.11.2 Differences Among Factors

There are significant differences in behavioural loyalty among respondents in different groups of each factor, age range, occupation, booking channel, length of stay, loyalty programme, information adequacy, hotel rating, hotel type, number of times stayed at the hotel, 'We Travel Together' campaign and purpose of stay.

4.11.2.1 Age Range

Table 4.95 Behavioural Loyalty – Age Range

Attribute	Age Range	Mean	Mean Diff.	Post Hoc	ANOVA	
Always stay at this hotel	18 - 24	5.30	0.88	Sig.	F	Sig.
	25 - 40	4.41		.001	7.868	.000

Attribute	Age Range	Mean	Mean Diff.	Post Hoc	ANOVA	
Stay at this hotel more often than other hotels	18 - 24	5.39	0.81	Sig.	F	Sig.
	25 - 40	4.58		.005	7.231	.001

Attribute	Age Range	Mean	Mean Diff.	Post Hoc	ANOVA	
Stay at this hotel more often than other hotels	41+	5.16	0.58	Sig.	F	Sig.
	25 - 40	4.58		.028	7.231	.001

For age range, significant differences are found on two attributes: always stay at this hotel (F = 7.868; ANOVA Sig. = .000), stay here more often than the other hotels (F = 7.231; ANOVA Sig. = .001). Respondents who are 18 - 24 years old ($\bar{x}$ = 5.30; 5.39) have higher means than respondents who are 25 - 40 years old ($\bar{x}$ = 4.41; 4.58) respectively on both attributes: always stay at this hotel (Post Hoc Sig. = .001); stay here more often than the other hotels (Post Hoc Sig. = .005). In addition, respondents who are 41 years old or older ($\bar{x}$ = 5.16) have a higher mean than respondents who are 25 - 40 years old ($\bar{x}$ = 4.58) on the attribute: stay here more often than the other hotel (Post Hoc Sig. = .028).

4.11.2.2 Occupation

Table 4.96 Behavioural Loyalty – Occupation

Attribute	Occupation	Mean	Mean Diff.	Post Hoc	ANOVA	
Always stay at this hotel	Business Owner	5.06	1.15	Sig.	F	Sig.
	Others	3.92		.036	4.167	.003

Attribute	Occupation	Mean	Mean Diff.	Post Hoc	ANOVA	
Always stay at this hotel	Business Owner	5.06	0.65	Sig.	F	Sig.
	Private Employee	4.41		.032	4.167	.003

In terms of occupations, significant differences are identified on one attribute: always stay at this hotel (F = 4.167; ANOVA Sig. = .003). Respondents who are business owners ($\bar{x}$ = 5.06) have a higher mean than respondents who are private employees ($\bar{x}$ = 4.41; Post Hoc Sig. = .036) and respondents in the 'others' group ($\bar{x}$ = 3.92; Post Hoc Sig. = .032) respectively on this attribute.

4.11.2.3 Booking Channel

Table 4.97 Behavioural Loyalty – Booking Channel

Attribute	Booking Channel	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Behavioural Loyalty	Hotel Directs	5.38	0.30	Sig.	F	Sig.
	OTAs	5.08		.026	5.414	.005

Attribute	Booking Channel	Mean	Mean Diff.	Post Hoc	ANOVA	
Tell positive things	Hotel Directs	6.07	0.40	Sig.	F	Sig.
	OTAs	5.66		.001	6.189	.002

Attribute	Booking Channel	Mean	Mean Diff.	Post Hoc	ANOVA	
Recommend	Hotel Directs	6.00	0.37	Sig.	F	Sig.
	OTAs	5.63		.012	4.835	.008

For booking channel, significant differences are found on overall behavioural loyalty (F = 5.414; ANOVA Sig. = .005) and the attributes: tell positive things about this hotel (F = 6.189; ANOVA Sig. = .002), recommend this hotel to others (F = 4.835; ANOVA Sig. = .008). Respondents who reserved the room through hotel direct channels ($\bar{x}$ = 5.38) have a higher mean of overall behavioural loyalty (Post Hoc Sig. = .026) than respondents who reserved the room via online travel agencies ($\bar{x}$ = 5.08). In addition, respondents that reserved the room through hotel direct channels ($\bar{x}$ = 6.07; 6.00) also have higher means than respondents that reserved the room on online travel agencies ($\bar{x}$ = 5.66; 5.63) respectively on the attributes: tell positive things about this hotel (Post Hoc Sig. = .001); recommend this hotel to others (Post Hoc Sig. = .012).

4.11.2.4 Length of Stay

Table 4.98 Behavioural Loyalty – Length of Stay

Attribute	Length of Stay	Mean	Mean Diff.	Post Hoc	ANOVA	
Stay at this hotel more often than other hotels	3-5 Nights	4.58	0.58	Sig.	F	Sig.
	1-2 Night(s)	4.00		.029	3.606	.028

Attribute	Length of Stay	Mean	Mean Diff.	Post Hoc	ANOVA	
Spend more money in this hotel	3-5 Nights	5.67	0.50	Sig.	F	Sig.
	1-2 Night(s)	5.16		.031	4.242	.015

Significant differences in the attributes: stay here more often than the other hotels (F = 3.606; ANOVA Sig. = .028), spend more money at this hotel (F = 4.242; ANOVA Sig. = .015) are identified among respondents with different length of stay. Respondents who stayed with the hotel for 3 - 5 nights ($\bar{x}$ = 4.58; 5.67) have higher means than respondents who stayed with the hotel for 1 -2 nights ($\bar{x}$ = 4.00; 5.16) respectively on the attributes: stay here more often than the other hotels (Post Hoc Sig. = .029); spend more money at this hotel (Post Hoc Sig. = .031).

4.11.2.5 Loyalty Programme

Table 4.99 Behavioural Loyalty – Loyalty Programme

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test	
Overall Behavioural Loyalty	Member	5.37	0.35	t	sig. (t-tailed)
	Non-Member	5.02		3.036	.003

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test	
Stay at this hotel more often than other hotels	Member	4.93	0.37	t	sig. (t-tailed)
	Non-Member	4.56		2.125	.034

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test	
Tell positive things	Member	6.05	0.40	t	sig. (t-tailed)
	Non-Member	5.64		3.451	.001

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test	
Will stay at new branches of this hotel brand	Member	5.49	0.42	t	sig. (t-tailed)
	Non-Member	5.08		3.077	.002

Attribute	Loyalty Programme	Mean	Mean Diff.	T-test	
Recommend	Member	6.01	0.45	t	sig. (t-tailed)
	Non-Member	5.56		3.470	.001

Members of loyalty programmes ($\bar{x}$ = 5.37) have a higher mean of overall behavioural loyalty (t = 3.036; Sig. = .003) than non-members ($\bar{x}$ = 5.02). In addition, members of loyalty programmes ($\bar{x}$ = 4.93; 6.05; 5.49; 6.01) also have higher means than non-members ($\bar{x}$ = 4.56; 5.64; 5.08; 5.56) on the attributes: stay here more often than the other hotels (t = 2.125; Sig. = .034); tell positive things about this hotel (t = 3.451; Sig. = .001); will stay at this hotel in new branches (t = 3.077; Sig. = .002); and recommend this hotel to others (t = 3.470; Sig. = .001).

4.11.2.6 Information Adequacy

Table 4.100 Behavioural Loyalty – Information Adequacy

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Behavioural Loyalty	Full Information	5.44	0.51	Sig.	F	Sig.
	No Information	4.93		.001	6.998	.001

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Always stay at this hotel	Full Information	4.78	0.52	Sig.	F	Sig.
	No Information	4.25		.031	3.915	.021

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Stay at this hotel more often than other hotels	Full Information	4.94	0.52	Sig.	F	Sig.
	No Information	4.42		.037	3.761	.024

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Spend more money in this hotel	Full Information	5.18	0.62	Sig.	F	Sig.
	No Information	4.56		.005	5.102	.006

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Tell positive things	Full Information	6.13	0.49	Sig.	F	Sig.
	No Information	5.64		.001	6.610	.001

Attribute	Information Adequacy	Mean	Mean Diff.	Post Hoc	ANOVA	
Will stay at new branches of this hotel brand	Full Information	5.62	0.59	Sig.	F	Sig.
	No Information	5.03		.001	7.303	.001

For information adequacy, significant differences are found on overall behavioural loyalty (F = 6.998; ANOVA Sig. = .001) and on the attributes: always stay at this hotel (F = 3.915; ANOVA Sig. = .021), stay here more often than the other hotels (F = 3.761; ANOVA Sig. = .024), spend more money at this hotel (F = 5.102; ANOVA Sig. = .006), tell positive things about this hotel (F = 6.610; ANOVA Sig. = .001), will stay at this hotel in new branches (F = 7.303; ANOVA Sig. = .001). Respondents who received full information about pricing ($\bar{x}$ = 5.44) have a higher mean of overall behavioural loyalty (Post Hoc Sig. = .001) than respondents who received no information ($\bar{x}$ = 4.93). Moreover, respondents with full information ($\bar{x}$ = 4.78; 4.94; 5.18; 6.13; 5.62) also have higher means than respondents with no information ($\bar{x}$ = 4.25; 4.42; 4.56; 5.64; 5.03) respectively on the attributes: always stay at this hotel (Post Hoc Sig. = .031); stay here more often than the other hotels (Post Hoc Sig. = .037); spend more money at this hotel (Post Hoc Sig. = .005); tell positive things about this hotel (Post Hoc Sig. = .001); will stay at this hotel in new branches (Post Hoc Sig. = .001).

4.11.2.7 Hotel Rating

Table 4.101 Behavioural Loyalty – Hotel Rating

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Behavioural Loyalty	5 Star	5.42	0.40	Sig.	F	Sig.
	4 Star	5.01		.004	5.384	.005

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Tell positive things	5 Star	6.19	0.56	Sig.	F	Sig.
	4 Star	5.62		.000	13.209	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Tell positive things	5 Star	6.19	0.59	Sig.	F	Sig.
	3 Star	5.59		.001	13.209	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Will stay at new branches of this hotel brand	5 Star	5.68	0.72	Sig.	F	Sig.
	4 Star	4.97		.000	14.338	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Will stay at new branches of this hotel brand	5 Star	5.68	0.60	Sig.	F	Sig.
	3 Star	5.08		.004	14.338	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Recommend	5 Star	6.16	0.53	Sig.	F	Sig.
	4 Star	5.62		.000	14.113	.000

Attribute	Hotel Rating	Mean	Mean Diff.	Post Hoc	ANOVA	
Recommend	5 Star	6.16	0.83	Sig.	F	Sig.
	3 Star	5.33		.000	14.113	.000

In terms of hotel rating, significant differences are identified on overall behavioural loyalty (F = 5.384; ANOVA Sig. = .005) and the attributes: tell positive things about this hotel (F = 13.209; ANOVA Sig. = .000), will stay at this hotel in new branches (F = 14.338; ANOVA Sig. = .000), recommend this hotel to others (F = 14.113; ANOVA Sig. = .000). Respondents who stayed at 5-Star hotels ($\bar{x}$ = 5.42) have a higher mean of overall behavioural loyalty (Post Hoc Sig. = .004) than respondents who stayed at 4-Star hotels ($\bar{x}$ = 5.01). Furthermore, respondents in 5-Star hotels ($\bar{x}$ = 6.19; 5.68; 6.16) have higher means than respondents in 4-Star hotels ($\bar{x}$ = 5.62; 4.97; 5.62) respectively on the attributes: tell positive things about this hotel (Post Hoc Sig. = .000); will stay at this hotel in new branches (Post Hoc Sig. = .000); recommend this hotel to others (Post Hoc Sig. = .000). In addition, respondents in 5-Star hotels ($\bar{x}$ = 6.19; 5.68;

6.16) have higher means than respondents in 3-Star hotels ($\bar{x}$ =5.59; 5.08; 5.33) respectively on the attributes: tell positive things about this hotel (Post Hoc Sig. = .001); will stay at this hotel in new branches (Post Hoc Sig. = .004); recommend this hotel to others (Post Hoc Sig. = .000). However, there are no significant differences between respondents in 4-Star hotels and 3-Star hotels.

4.11.2.8 Hotel Type

Table 4.102 Behavioural Loyalty – Hotel Type

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA	
Tell positive things	International Chain Hotel	6.08	0.34	Sig.	F	Sig.
	Independent Hotel	5.74		.037	4.283	.014

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA	
Will stay at new branches of this hotel brand	International Chain Hotel	5.58	0.61	Sig.	F	Sig.
	Independent Hotel	4.97		.000	7.508	.001

Attribute	Hotel Type	Mean	Mean Diff.	Post Hoc	ANOVA	
Recommend	International Chain Hotel	6.06	0.54	Sig.	F	Sig.
	Independent Hotel	5.52		.001	6.540	.002

Significant differences on three attributes: tell positive things about this hotel (F = 4.283; ANOVA Sig. = .014), will stay at this hotel in new branches (F = 7.508; ANOVA Sig. = .001), recommend this hotel to others (F = 6.540; ANOVA Sig. = .002) are found among respondents that stayed in different hotel types. Respondents who stayed in international chain hotels ($\bar{x}$ = 6.08; 5.58; 6.06) have higher means than respondents who stayed in independent hotels ($\bar{x}$ = 5.74; 4.97; 5.52) respectively on all of the three attributes: tell positive things about this hotel (Post Hoc Sig. = .037); will stay at this hotel in new branches (Post Hoc Sig. = .000); recommend this hotel to others (Post Hoc Sig. = .001).

4.11.2.9 Number of Times Stayed at the Hotel

Table 4.103 Behavioural Loyalty – Number of Times Stayed at the Hotel

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Behavioural Loyalty	More than 3 Times	5.97	0.43	Sig.	F	Sig.
	2-3 Times	5.54		.022	37.989	.000

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Behavioural Loyalty	More than 3 Times	5.97	1.16	Sig.	F	Sig.
	1st time	4.81		.000	37.989	.000

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Overall Behavioural Loyalty	2-3 Times	5.54	0.73	Sig.	F	Sig.
	1st time	4.81		.000	37.989	.000

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Always stay at this hotel	More than 3 Times	5.85	0.83	Sig.	F	Sig.
	2-3 Times	5.02		.001	43.868	.000

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Always stay at this hotel	More than 3 Times	5.85	1.87	Sig.	F	Sig.
	1st time	3.98		.000	43.868	.000

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Always stay at this hotel	2-3 Times	5.02	1.05	Sig.	F	Sig.
	1st time	3.98		.000	43.868	.000

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Stay at this hotel more often than other hotels	More than 3 Times	6.09	0.84	Sig.	F	Sig.
	2-3 Times	5.25		.001	51.212	.000

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Stay at this hotel more often than other hotels	More than 3 Times	6.09	2.00	Sig.	F	Sig.
	1st time	4.08		.000	51.212	.000

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Stay at this hotel more often than other hotels	2-3 Times	5.25	1.16	Sig.	F	Sig.
	1st time	4.08		.000	51.212	.000

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Spend more money in this hotel	More than 3 Times	5.90	0.69	Sig.	F	Sig.
	2-3 Times	5.21		.010	24.768	.000

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Spend more money in this hotel	More than 3 Times	5.90	1.44	Sig.	F	Sig.
	1st time	4.46		.000	24.768	.000

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Spend more money in this hotel	2-3 Times	5.21	0.75	Sig.	F	Sig.
	1st time	4.46		.000	24.768	.000

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Tell positive things	More than 3 Times	6.15	0.41	Sig.	F	Sig.
	1st time	5.74		.034	4.332	.014

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Will stay at new branches of this hotel brand	More than 3 Times	5.64	0.61	Sig.	F	Sig.
	1st time	5.03		.003	11.751	.000

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Will stay at new branches of this hotel brand	2-3 Times	5.66	0.63	Sig.	F	Sig.
	1st time	5.03		.000	11.751	.000

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Recommend	More than 3 Times	6.18	0.60	Sig.	F	Sig.
	1st time	5.58		.002	9.502	.000

Attribute	Times Stayed	Mean	Mean Diff.	Post Hoc	ANOVA	
Recommend	2-3 Times	6.08	0.50	Sig.	F	Sig.
	1st time	5.58		.001	9.502	.000

For number of times stayed at the hotel, significant differences are found on overall behavioural loyalty (F = 37.989; ANOVA Sig. = .000) and on all attributes: always stay at this hotel (F = 43.868; ANOVA Sig. = .000), stay here more often than the other hotels (F = 51.212; ANOVA Sig. = .000), spend more money at this hotel (F = 24.768; ANOVA Sig. = .000), tell positive things about this hotel (F = 4.332; ANOVA Sig. = .014), will stay at this hotel in new branches (F = 11.751; ANOVA Sig. = .000), recommend this hotel to others (F = 9.502; ANOVA Sig. = .000). Respondents who stayed with the hotel more than 3 times ($\bar{x}$ = 5.97) have a higher mean of overall behavioural loyalty than respondents who stayed with the hotel for 2 - 3 times ($\bar{x}$ = 5.54; Post Hoc Sig. = .022) and respondents who stayed with the hotel for the first time ($\bar{x}$ = 4.81; Post Hoc Sig. = .000). In addition, the difference between the means of

respondents who stayed with the hotel for 2 - 3 ($\bar{x}$ = 5.54) and respondents who stayed with the hotel for the first time ($\bar{x}$ = 4.81) is also significant (Post Hoc Sig. = .000). Furthermore, respondents who stayed with the hotel more than 3 times ($\bar{x}$ = 5.85; 6.09; 5.90) have higher means than respondents who stayed with the hotel for 2- 3 times ($\bar{x}$ = 5.02; 5.25; 5.21) respectively on the attributes: always stay at this hotel (Post Hoc Sig. = .001); stay here more often than the others (Post Hoc Sig. = .001); spend more money at this hotel (Post Hoc Sig. = .010). Moreover, respondents who stayed with the hotel more than 3 times ($\bar{x}$ = 5.85; 6.09; 5.90; 6.15; 5.64; 6.18) also have higher means than respondents who stayed with the hotel for the first time ($\bar{x}$ = 3.98; 4.08; 4.46; 5.74; 5.03; 5.58) respectively on all six attributes: always stay at this hotel (Post Hoc Sig. = .000); stay here more often than the others (Post Hoc Sig. = .000); spend more money at this hotel (Post Hoc Sig. = .000); tell positive things about this hotel (Post Hoc Sig. = .034); will stay at this hotel in new branches (Post Hoc Sig. = .003); recommend this hotel to others (Post Hoc Sig. = .002). Respondents that stayed with the hotel for 2 -3 times ($\bar{x}$ = 5.02; 5.25; 5.21; 5.66; 6.08) also have higher means than respondents that stayed with the hotel for the first time ($\bar{x}$ = 3.98; 4.08; 4.46; 5.03; 5.58) respectively on the attributes: always stay at this hotel (Post Hoc Sig. = .000); stay here more often than the others (Post Hoc Sig. = .000); spend more money at this hotel (Post Hoc Sig. = .000); will stay at this hotel in new branches (Post Hoc Sig. = .000); recommend this hotel to others (Post Hoc Sig. = .001).

4.11.2.10 'We Travel Together' Campaign

Table 4.104 Behavioural Loyalty – 'We Travel Together' Campaign

Attribute	We Travel Together	Mean	Mean Diff.	T-test	
Recommend	Yes	6.01	0.31	t	sig. (t-tailed)
	No	5.70		2.480	.014

Respondents who joined the 'We Travel Together' Campaign ($\bar{x}$ = 6.01) have a higher mean than respondents who did not join the campaign ($\bar{x}$ = 5.70) on the attribute: recommend this hotel to others (t = 2.480; Sig. = .014).

4.11.2.11 Purpose of Stay

Table 4.105 Behavioural Loyalty – Purpose of Stay

Attribute	Purpose of Stay	Mean	Mean Diff.	T-test	
Stay at this hotel more often than other hotels	Business	5.46	0.73	t	sig. (t-tailed)
	Leisure	4.73		2.390	.017

For purpose of stay, respondents who travel for business purposes ($\bar{x}$ = 5.46) have a higher mean than respondents who travel for leisure purposes ($\bar{x}$ = 4.73) on the attribute: stay here more often than the other hotels (t = 2.390; Sig. = .017).

4.12 Regression Analysis

For regression analysis, this study has developed 9 models in total. The first model is conducted with a simple regression analysis of familiarity with revenue management practices as an independent variable and perceived fairness as the dependent variable. The second model included both variables from the first model as independent variables and took trust as the dependent variable. The same patterns also occur for the third and fourth models where all variables in each previous model are taken as independent variables; and for the fourth model, satisfaction is taken as the dependent variable, while attitudinal loyalty is taken as the dependent variable in the fifth model. The fifth, sixth and seventh models are different from the fourth model in terms of the dependent variables. Instead of using the overall attitudinal loyalty, the fifth, sixth and seventh models use cognitive loyalty, affective loyalty, and conative loyalty, respectively for the purpose of identifying the effect on attitudinal loyalty on a deeper level. The eighth and ninth models will examine the effects of all variables of this study on behavioural loyalty. While the eighth model will use overall attitudinal loyalty as one of the independent variables but for the ninth model, overall attitudinal loyalty will be replaced by cognitive loyalty, affective loyalty, and conative loyalty. The findings of the models are illustrated as follows:

4.12.1 Model 1: Influence on Perceived Fairness

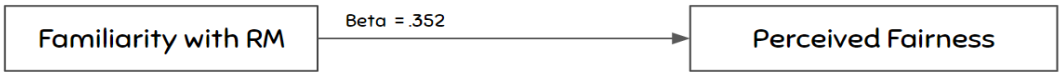

Figure 4.1 Regression Analysis – Perceived Fairness

Table 4.106 Regression Analysis – Perceived Fairness

#	Independent Variable	Beta	t	Sig.
1	Familiarity with Revenue Management	.352	7.667	.000

For the first model, simple regression has been conducted to identify the relationship between the independent variable: familiarity with revenue management practices, and the dependent variable: perceived fairness. The result shows that familiarity with revenue management has a positive relationship with perceived fairness (Beta = .352; t = 7.667; Sig. = .000).

4.12.2 Model 2: Influence on Trust

Figure 4.2 Regression Analysis – Trust

Table 4.107 Regression Analysis – Trust

#	Independent Variables	Beta	t	Sig.
1	Perceived Fairness	.484	11.111	.000
2	Familiarity with Revenue Management	.158	3.623	.000

For the second model, multiple regression has been conducted to identify the relationship between the independent variables: familiarity with revenue management practices; perceived fairness and the dependent variable: trust. The result shows that both independent variables have a positive relationship with trust. In more detail, regarding trust, perceived fairness has stronger effect (Beta = .484; t = 11.111;

Sig. = .000) than familiarity with revenue management practices (Beta = .158; t = 3.623; Sig. = .000).

4.12.3 Model 3: Influence on Satisfaction

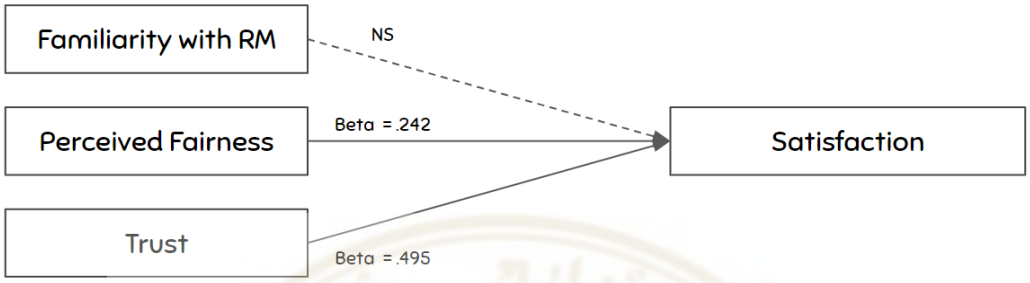

Figure 4.3 Regression Analysis – Satisfaction

Table 4.108 Regression Analysis – Satisfaction

#	Independent Variables	Beta	t	Sig.
1	Trust	.495	11.168	.000
2	Perceived Fairness	.242	5.417	.000

For the third model, multiple regression has been conducted to identify the relationship between the independent variables: familiarity with revenue management practices; perceived fairness; trust and the dependent variable: satisfaction. The result shows that perceived fairness and trust have a positive relationship with satisfaction. However, there is no relationship between familiarity with revenue management practices and trust. In more detail, regarding satisfaction, trust has stronger effect (Beta = .495; t = 11.168; Sig. = .000) than perceived fairness (Beta = .242; t = 5.417; Sig. = .000).

4.12.4 Model 4: Influence on Attitudinal Loyalty

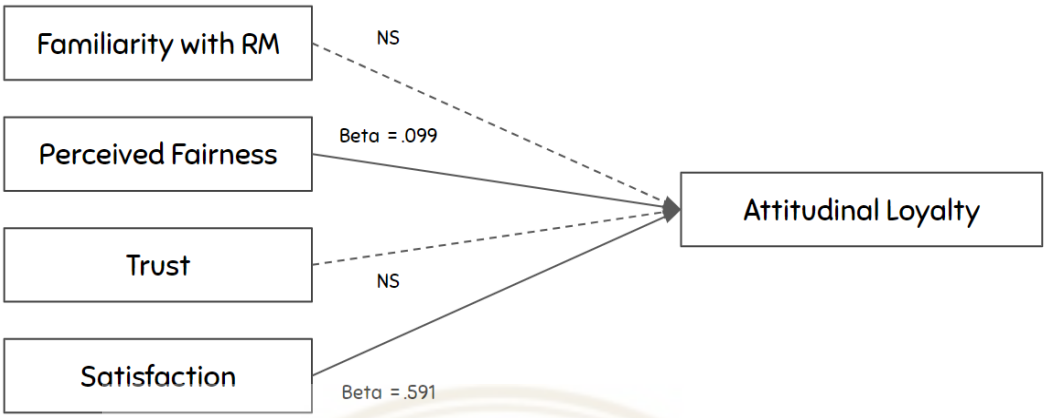

Figure 4.4 Regression Analysis – Attitudinal Loyalty

Table 4.109 Regression Analysis – Attitudinal Loyalty

#	Independent Variables	Beta	t	Sig.
1	Satisfaction	.591	11.120	.000
2	Perceived Fairness	.099	1.975	.049

For the fourth model, multiple regression has been conducted to identify the relationship between the independent variables: familiarity with revenue management practices; perceived fairness; trust; satisfaction and the dependent variable: attitudinal loyalty. The result shows that perceived fairness and satisfaction have a positive relationship with attitudinal loyalty. However, familiarity with revenue management and trust are the two independent variables that do not have a relationship with attitudinal loyalty. In more detail, regarding attitudinal loyalty, satisfaction has a stronger effect (Beta = .591; t = 11.120; Sig. = .000) than perceived fairness (Beta = .099; t = 1.975; Sig. = .049).

4.12.5 Model 5: Influence on Elements of Attitudinal Loyalty - Cognitive Loyalty

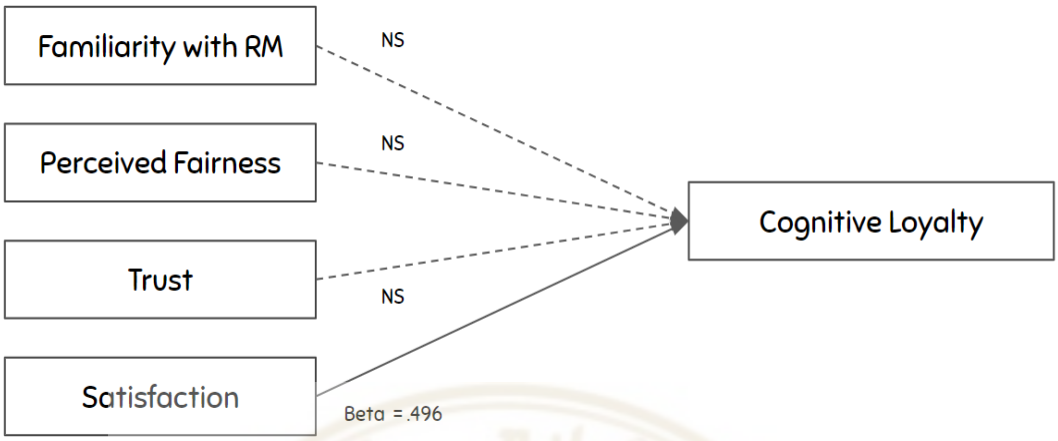

Figure 4.5 Regression Analysis – Cognitive Loyalty

Table 4.110 Regression Analysis – Cognitive Loyalty

#	Independent Variable	Beta	t	Sig.
1	Satisfaction	.496	8.562	.000

For the fifth model, multiple regression has been conducted to identify the relationship between the independent variables: familiarity with revenue management practices; perceived fairness; trust; satisfaction and the dependent variable: cognitive loyalty. The result shows that only satisfaction has a relationship with cognitive loyalty (Beta = .496; t = 8.562; Sig. = .000). Other independent variables including familiarity with revenue management, perceived fairness and trust do not have a relationship with cognitive loyalty.

4.12.6 Model 6: Influence on Elements of Attitudinal Loyalty - Affective Loyalty

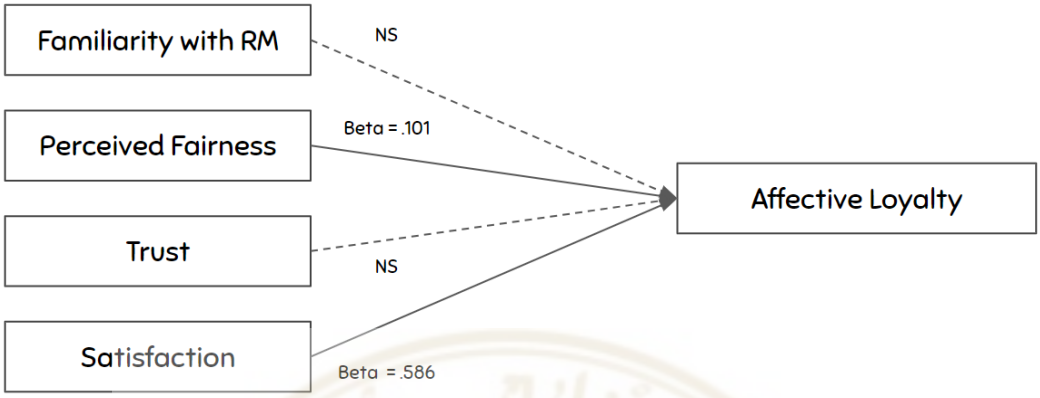

Figure 4.6 Regression Analysis – Affective Loyalty

Table 4.111 Regression Analysis – Affective Loyalty

#	Independent Variables	Beta	t	Sig.
1	Satisfaction	.586	11.056	.000
2	Perceived Fairness	.101	2.017	.044

For the sixth model, multiple regression has been conducted to identify the relationship between the independent variables: familiarity with revenue management practices; perceived fairness; trust; satisfaction and the dependent variable: affective loyalty. The result shows that satisfaction and perceived fairness have a relationship with affective loyalty; satisfaction has stronger effect (Beta = .586; t = 11.056; Sig. = .000) than perceived fairness (Beta = .101; t = 2.017; Sig. = .044). While for familiarity with revenue management practices and trust, no significant relationships are found toward affective loyalty.

4.12.7 Model 7: Influence on Elements of Attitudinal Loyalty - Conative Loyalty

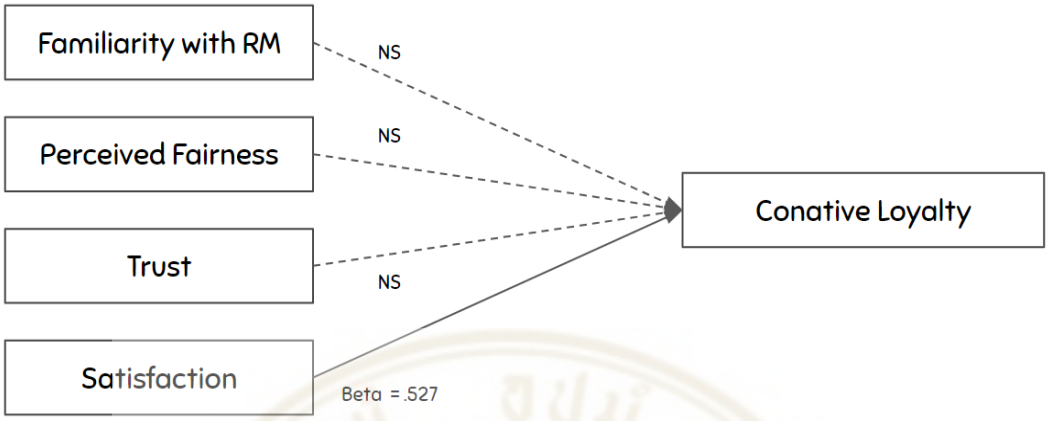

Figure 4.7 Regression Analysis – Conative Loyalty

Table 4.112 Regression Analysis – Conative Loyalty

#	Independent Variable	Beta	t	Sig.
1	Satisfaction	.527	9.471	.000

For the seventh model, multiple regression has been conducted to identify the relationship between the independent variables: familiarity with revenue management practices; perceived fairness; trust; satisfaction and the dependent variable: conative loyalty. The result shows that only satisfaction has a relationship with conative loyalty (Beta = .527; t = 19.471; Sig. = .000). Other independent variables which are familiarity with revenue management, perceived fairness and trust do not have any relationship with conative loyalty.

4.12.8 Model 8: Influence on Behavioural Loyalty

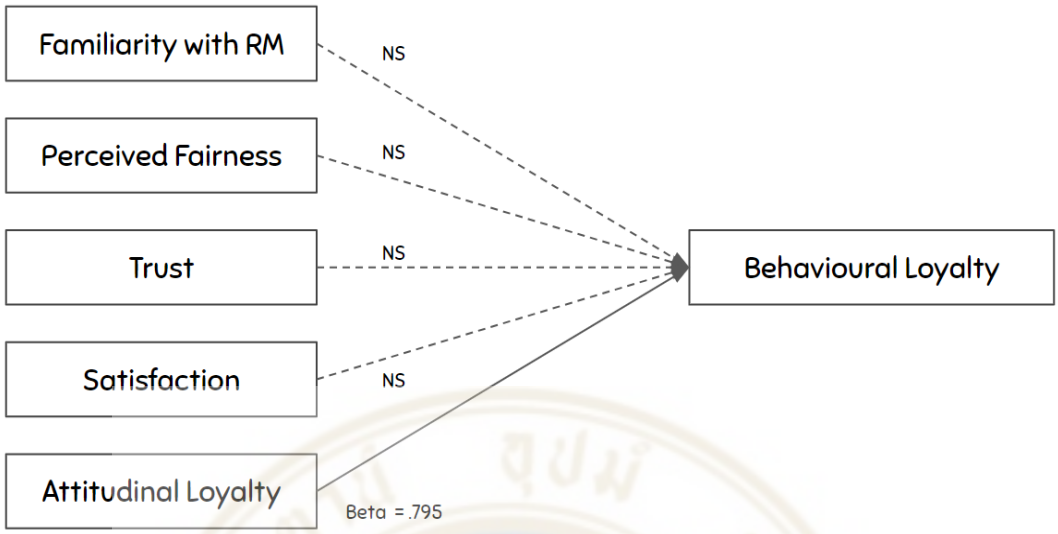

Figure 4.8 Regression Analysis – Behavioural Loyalty

Table 4.113 Regression Analysis – Behavioural Loyalty

#	Independent Variable	Beta	t	Sig.
1	Attitudinal Loyalty	.795	21.178	.000

For the eighth model, multiple regression has been conducted to identify the relationship between the independent variables: familiarity with revenue management practices; perceived fairness; trust; satisfaction; attitudinal loyalty and the dependent variable: behavioural loyalty. The result shows that attitudinal loyalty has a positive relationship with behavioural loyalty (Beta = .795; t = 21.178; Sig. = .000). However, the other independent variables including familiarity with revenue management practices, perceived fairness, trust, and satisfaction do not have a relationship with behavioural loyalty.

4.12.9 Model 9: Influence on Behavioural Loyalty - Attitudinal Loyalty Breakdown

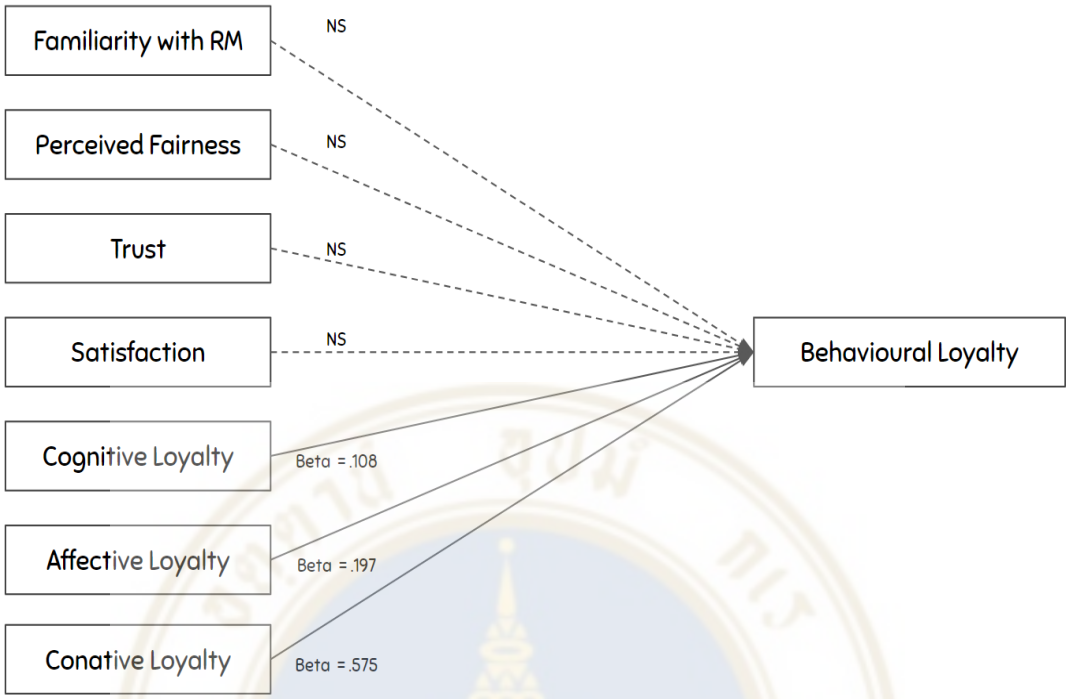

Figure 4.9 Regression Analysis – Behavioural Loyalty II

Table 4.114 Regression Analysis – Behavioural Loyalty II

#	Independent Variables	Beta	t	Sig.
1	Conative Loyalty	.575	12.375	.000
2	Affective Loyalty	.197	3.757	.000
3	Cognitive Loyalty	.108	2.377	.018

For the ninth model, further analysis on behavioural loyalty has been conducted by replacing attitudinal loyalty with each element of attitudinal loyalty, including cognitive loyalty, affective loyalty, and cognitive loyalty. So, the independent variables will include familiarity with revenue management practices, perceived fairness, trust, satisfaction, cognitive loyalty, affective loyalty, and cognitive loyalty. Behavioural loyalty is the dependent variable of this model. The result shows that all of the independent variables that are the element of attitudinal loyalty have a relationship with behavioural loyalty, while other independent variables do not have a relationship with behavioural loyalty. In more detail, regarding behavioural loyalty, conative loyalty has the strongest effect (Beta = .575; t = 12.375; Sig. = .000), followed by affective

loyalty (Beta = .197; t = 3.757; Sig. = .000), and cognitive loyalty (Beta = 108; t = 2.377; Sig. = .018).

CHAPTER V
DISCUSSION

5.1 Relationship

5.1.1 Perceived Fairness (Model 1)

For the first model, the result shows that familiarity with revenue management has an impact on perceived fairness. In other words, a higher level of familiarity with revenue management practices in hotels would lead to a higher level of perceived fairness in the view of customers. The result has confirmed the previous findings (Wirtz & Kimes, 2007) that familiarity with revenue management can lead to a higher level of perceived fairness as customers can see both sides of the rate fence and are less likely to compare the price that they received with other customers that have different conditions. In addition, the result of this study is in line with previous findings (Suklabaidya & Singh, 2017) that familiarity with hotel revenue management practices and price knowledge also increased the level of fairness. Furthermore, previous studies (McGuire & Kimes, 2006; Tang et al., 2019) in restaurant revenue management shows that revenue management in the specific industry has an impact on perceived fairness; the findings of this study which focus on hotel revenue management also confirmed their findings as the result shows that familiarity with hotel revenue management has a positive relationship with perceived fairness.

5.1.2 Trust (Model 2)

For the second model, the result from regression analysis shows that both perceived fairness and familiarity with revenue management have a positive relationship with trust; while perceived fairness has more impact than familiarity. In terms of the relationship between familiarity with revenue management and trust, it is in line with the previous finding in the context of e-commerce (Gefen, 2000), where familiarity has a significant impact on trust. In terms of the effect of perceived fairness on trust, the

result of the current study also confirmed the previous finding (Chen & Chou, 2012; Setiawan et al., 2020) that perceived fairness has a significant impact on trust.

5.1.3 Satisfaction (Model 3)

For the third model, the regression analysis with three independent variables - familiarity with revenue management practices, perceived fairness, and trust - have identified that trust has the strongest impact on satisfaction, followed by perceived fairness. However, familiarity with revenue management does not have a direct relationship with satisfaction. This study has confirmed the previous findings from Lie et al., (2019); Mandira et al., (2018) which stated that trust has a significant impact on satisfaction. In terms of perceived fairness, the finding of this study is in line with the finding from Dai (2010) which found out that in the context of pricing, perceived fairness is positively associated with satisfaction. In addition, the result is also similar to previous literature (Xia et al, 2016; Choi & Mattila, 2009) which mentioned that perceived fairness has an influence on satisfaction.

5.1.4 Attitudinal Loyalty (Model 4)

For the fourth model, the result shows that out of four independent variables - familiarity with revenue management practices, perceived fairness, trust, and satisfaction - two variables which are perceived fairness and satisfaction, have a positive relationship with attitudinal loyalty. Satisfaction has the strongest impact, followed by perceived fairness, while familiarity with revenue management practices and trust did not have a significant relationship with attitudinal loyalty. Compared to previous findings, this study has confirmed the previous findings of Charuvatana (2019), where a similar relationship occurs under the context of dynamic pricing in the hotel industry. In addition, the finding of the current study also confirmed the findings of He and Jun (2010) that customer satisfaction has a positive effect on behavioural intention and McDougall and Levesque (2000) which stated that customer satisfaction is strongly related to customer loyalty. Furthermore, the result is also in line with previous literature (Xia et al, .2004; Yeoman, 2016; Choi & Mattila, 2009) which mentioned that both perceived fairness and customer satisfaction are the antecedents of customer loyalty.

5.1.5 Breakdown of Attitudinal Loyalty (Model 5 - 7)

In the fifth, sixth and seventh models, each element of attitudinal loyalty namely, cognitive loyalty, affective loyalty and conative loyalty are taken as the dependent variables. Familiarity with revenue management practices, perceived fairness, trust, and satisfaction are taken as the independent variables for these models.

For the fifth model, the result shows that satisfaction is the only independent variable that has an effect on cognitive loyalty. Familiarity with revenue management practices, perceived fairness and trust does not have a significant relationship toward cognitive loyalty.

For the sixth model, the result shows that two variables, which are perceived fairness and satisfaction, have a positive relationship toward affective loyalty; satisfaction has a stronger effect than perceived fairness. Both familiarities with revenue management practices and trust do not have a significant relationship toward affective loyalty.

For the seventh model, a similar pattern with the fifth model is found. The result shows that satisfaction is the only independent variable that has an effect on conative loyalty. Familiarity with revenue management practices, perceived fairness and trust does not have a significant relationship toward conative loyalty.

In conclusion, satisfaction has a relationship in all three elements of attitudinal loyalty, while perceived fairness only has a significant relationship with affective loyalty. On the other hand, familiarity with revenue management practices and trust do not have a significant relationship with any elements of attitudinal loyalty.

5.1.6 Behavioural Loyalty (Model 8 - 9)

In the eighth and ninth models, behavioural loyalty has been taken as the dependent variable, while other factors in the previous models are taken as dependent variables. The difference between the eighth and ninth models is that the eighth model uses overall attitudinal loyalty as a part of independent variables, while the ninth model takes cognitive loyalty, affective loyalty, and conative loyalty as a part of independent variables instead of the single overall attitudinal loyalty variable.

The result of the eighth model shows that only attitudinal loyalty has a significant relationship toward behavioural loyalty. However, familiarity with revenue

management practices, perceived fairness, trust, and satisfaction do not have a direct relationship with behavioural loyalty.

The result of the ninth model also shows similar results as only the three elements of attitudinal loyalty, which are cognitive loyalty, affective loyalty and conative loyalty have a significant relationship toward behavioural loyalty. Conative loyalty has the strongest effect on behavioural loyalty, affective loyalty has the second strongest effect and cognitive loyalty comes in third. Other independent variables do not have a direct relationship toward behavioural loyalty.

This study found out that all three elements of attitudinal loyalty have an effect on behavioural loyalty, it matched with the findings on customer loyalty in the hotel business (Suhartanto, 2013) where similar attributes of attitudinal loyalty and behavioural loyalty are adopted. Suhartanto (2013) found out that attitudinal loyalty - which in his study has included attributes on cognitive loyalty and affective loyalty - and standalone conative loyalty has an effect on behavioural loyalty.

5.2 Differences among Respondent Demographics Group

5.2.1 Current Resident

Familiarity with revenue management practices is the only variable that contains differences among respondent groups in this factor. The result shows that respondents in Bangkok are more familiar with revenue management practices than respondents who live outside of the Bangkok Metropolitan Region. Even though the overall mean of familiarity with revenue management practices of respondents that live in Bangkok's surroundings are close to the mean of Bangkok residents, no significant differences are found between Bangkok's Surrounding group and outside of the Bangkok Metropolitan Region group.

5.3.2 Monthly Income

The only variable that contains differences between respondents with different monthly income ranges is trust. Respondents with a monthly income of 50,001 - 100,000 baht have a higher trust toward hotels than respondents with a monthly income of less than 15,000 Baht. In more detail, the means of overall trust increase in accordance

with the level of monthly income, among the range of less than 15,000 Baht up until the range of 50,001 - 100,000 Baht, but the mean of respondents with a monthly income of more than 100,000 Baht is the only range that does not follow the trend. Nevertheless, the differences in the mean of trust are only significant between the income of less than 15,000 Baht per month and 50,001 - 100,000 Baht per month.

5.3.3 Occupation

Significant differences among attitudinal loyalty are found among respondents with different occupations. The result shows that business owners have a higher level of attitudinal loyalty than private employees and respondents in the 'others' group. By looking into each element of attitudinal loyalty, the same pattern also occurs for conative loyalty. For affective loyalty, the differences are only found between business owners and the 'others' group. For cognitive loyalty, there are no significant differences among occupations.

5.3 Findings on Differences among Respondents' Behaviour on Hotel Reservation & Factors Related to Revenue Management

5.3.1 Rate Fences

This study has examined the non-physical rate fences in all three characteristics, including transaction, consumption, and buyer. For transaction characteristics, cancellation policy and booking channel are examined; for consumption characteristics, length of stay is examined; for buyer characteristics, the loyalty programme is examined.

For non-physical rate fences by transaction characteristics, differences in trust are found among respondents that received different cancellation policies. Respondents who received a fully refundable cancellation policy have a higher trust toward the hotel than respondents that received a partially refundable cancellation policy. In addition, respondents with partially refundable cancellation policies have the lowest means for all attributes for trust among the three types of cancellation policies. Hence, the result implies that partially refundable policy could make customers perceived less trust toward hotels.

Another non-physical rate fence by transaction characteristics that this study examined is the booking channel. Trust, satisfaction, and customer loyalty are the variables that differences among respondents with different booking channels are found. The differences of all variables contain a similar pattern; respondents that reserved the hotel room through hotel direct channels have a higher level of trust, satisfaction, and customer loyalty than respondents that reserved the room via online travel agencies. Looking deeper into attitudinal loyalty, for all three elements of attitudinal loyalty, namely, cognitive loyalty, affective loyalty and conative loyalty, the same pattern also applied. In addition to satisfaction, another difference also occurs, as respondents who reserved the room via traditional travel agencies have a higher level of satisfaction than respondents who reserved the room via online travel agencies.

In terms of non-physical rate fence by consumption characteristics, length of stay is examined for this study. However, the result shows that there are no significant differences in any variables among respondents with different lengths of stay. Lee et al. (2020) mentioned that rate fences on length of stay are a practice that is fairly acceptable, but the length of stay control in terms of availability is perceived as unfair. As rate fences in terms of length of stay is an acceptable practice, the level of fairness should not differ among respondents with different lengths of stay, which matched with our finding.

For non-physical rate fences by buyer characteristic, this study has examined loyalty programmes. The result points out that between members and non-members of loyalty programmes, differences are found on all variables, except perceived fairness. Members of loyalty programmes have a higher level of familiarity with revenue management, trust, satisfaction, attitudinal loyalty, and behavioural loyalty. Similar patterns are also found on all three elements of attitudinal loyalty as well.

The result of this study on rate fences matched with the previous findings; Kimes and Wirtz (2003) found out that different levels of perceived fairness are impacted by different kinds of rate fences; Vu et al. (2020) identified the linkages between price discrimination, perceived fairness and switching intention.

5.3.2 Price Framing & Rate Parity

In terms of price framing, this study found out that respondents with different price frames have no differences in the level of perceived fairness, trust, satisfaction, and loyalty toward the hotel. In addition, for rate parity, the only variable that contains differences among respondents with different experiences of rate parity is trust. The result shows that respondents who found rate disparity have a higher trust toward the hotel than respondents who found rate parity and respondents who did not compare rates.

This part of the finding did not seem to match with previous studies where effects of price framing (Kimes & Wirtz, 2003; Priester et al., 2020) and rate parity (Choi & Mattila, 2009; Gazzoli et al., 2008; Biełuszko and Marciszewska, 2018; Demirciftci et al., 2010) are explained. However, this phenomenon could be explained by understanding the role of familiarity with revenue management practices. Wirtz and Kimes (2007) found out that if customers are familiar with revenue management practices, they understand that the prices that they receive are under different conditions from other customers, which make them less likely to perceive such practices as unfair. In other words, the effect of revenue management practices would have a stronger effect on those who are less familiar with revenue management practices than the ones with high familiarity. Choi and Mattila (2009) also confirmed this explanation as well.

For this study, the mean score of overall familiarity with revenue management practices is '6.02', on a scale of 1 - 7 (1 represents totally disagree, 7 represents totally agree), meaning that respondents in this study have a certain level of familiarity with revenue management. As respondents are familiar with revenue management practices, price framing and rate parity would have a much lower effect on each variable.

The explanation fits well with price framing in which different respondent groups do not have any differences, but it should also be the same case for rate parity as well. However, the result of this study shows that respondents with rate disparity have higher trust than other groups. So, this study took a further step to analyse this part of the finding and have found out that out of 269 respondents in the rate disparity group, in term of hotel rating, 142 of them stayed at 5-Star hotels, while for hotel type, 128 respondents stayed at international chain hotels. Another part of the finding of this study

has identified that respondents that stayed at 5-Star hotels and independent hotels have the highest trust among their groups. Therefore, together with the effect of higher familiarity with revenue management practices, it makes respondents that found rate disparity to have higher trust than other groups.

5.3.3 Information Adequacy

The result highlighted information adequacy as the result shows that respondents that received a different level of information have different means of all variables, namely, familiarity with revenue management, fairness, trust, satisfaction, and loyalty. Respondents who received full information about pricing have a higher level of perceived fairness, satisfaction, attitudinal loyalty, including all three elements and behavioural loyalty than respondents who received no information. Furthermore, respondents with full information also have a higher level of familiarity with revenue management practices, perceived fairness, trust, satisfaction, and cognitive loyalty than respondents that received partial information. In addition, respondents who received partial information have a higher level of attitudinal loyalty including two elements which are cognitive loyalty and conative loyalty than respondents that received no information. The result also identified that respondents with full information have the highest means among the three groups in all of the variables. Hence, this emphasises the importance of the completeness of information in terms of hotel revenue management.

The result in terms of information inadequacy confirmed the previous findings (Choi & Mattila, 2005; 2006) that the respondents who received full information have higher means of perceived fairness than respondents who received limited information or no information. Also, the result of this study is in line with the finding of Méatchi and Camus (2020) which stated that clear and accurate information has a positive effect on perceived fairness. In addition, the finding of this stay matched with Ivanov and Zhechev (2012) explanation that if the information is hidden, the trust could be destroyed.

5.3.4 Hotel Rating and Hotel Type

Hotel type is another factor that leads to differences among groups in all variables of this study. Respondents who stayed at 5-Star hotels have a higher level of

familiarity with revenue management practices, trust, satisfaction, attitudinal loyalty - including all three elements - and behavioural loyalty than respondents who stayed at 4-Star hotels. Furthermore, respondents in 5-Star hotels also have a higher level of perceived fairness, trust, satisfaction, and attitudinal loyalty including all three elements than respondents who stayed at 3-Star hotels. The result highlighted that luxury or higher tier hotels are more competent in terms of gaining familiarity with revenue management practices, customer perception of fairness, trust, satisfaction, and loyalty.

In terms of hotel type, the respondents that stayed at international chain hotels have a higher level of familiarity with revenue management practices, perceived fairness, trust, and satisfaction than respondents staying at domestic chain hotels. In addition, respondents in international chain hotels also have a higher level of familiarity with revenue management, and trust than respondents in independent hotels. The result similarly shows the pattern of hotel rating and hotel type as international chain hotels are also more competent to build familiarity with revenue management practices, perceived fairness, trust, and satisfaction, but not customer loyalty.

As 5-Star hotels and international chain hotels hold a more reputable image and also have a higher capability than locally managed hotels or hotels with a lower rating, it could have a stronger influence on the perception of customers. The result of this study is similar to the finding of Heo and Lee (2011) which also found out that respondents in luxury hotels have a higher level of perception of fairness than the economy or budget hotels.

5.3.5 Number of Times Stayed at the Hotel

In general, the number of times that respondents stayed with the hotel should be closely related to customer loyalty. The finding of this study also confirmed this viewpoint as respondents who stayed with the hotel more than 3 times and respondents who stayed with the hotel 2 - 3 times have a higher level of both attitudinal loyalty and behavioural loyalty than respondents who stayed with the hotel for the first time. The same result is found for conative loyalty, but for affective loyalty, the difference is only significant between guests that stayed with the hotel more than 3 times and the first-time guest. In addition, a similar result is identified for trust as guests who stayed at the hotel more than 3 times have higher trust than first-time visitors.

5.3.5 'We Travel Together' Campaign

The difference between respondents who reserved the room under this campaign and respondents that did not join the campaign are found on one variable, affective loyalty. Respondents who joined the campaign have a higher level of affective loyalty than respondents who did not join the campaign; they feel better to stay at this hotel, and they also have a higher level of appreciation toward the hotel.

5.3.6 Purpose of Stay

The difference between business travellers and leisure travellers is found in satisfaction. Business travellers have a higher level of satisfaction than leisure travellers. Respondents who travel for business purposes feel more pleasurable and feel that the service is better than they have expected if compared to respondents with leisure purposes.

5.4 Conclusion

The objective of this study is to examine the influences among revenue management practices, familiarity with revenue management practices, perceived fairness, trust, satisfaction, and customer loyalty. In addition, this study also examines the differences in the level of familiarity with revenue management practices, perceived fairness, trust, satisfaction, and customer loyalty between customers with different demographic backgrounds, hotel reservation behaviours and revenue management related factors.

The finding of this study shows that perceived fairness is positively influenced by familiarity with revenue management practices. In addition, both variables have a positive influence on trust. While satisfaction is impacted by perceived fairness and trust, but not familiarity with revenue management practices. In terms of overall attitudinal loyalty, it is positively influenced by perceived fairness and satisfaction, where satisfaction affects all three elements of attitudinal loyalty, namely, cognitive loyalty, affective loyalty, and conative loyalty; while perceived fairness only impacts one element, affective loyalty. Finally, attitudinal loyalty and all of its three elements have a positive influence on behavioural loyalty.

Furthermore, this study emphasises the differences among three demographic factors. First, different current residents lead to different levels of familiarity with revenue management practices, where Bangkok residents have higher familiarity with revenue management practices than residents outside of the Bangkok Metropolitan Region. Second, different monthly incomes lead to different levels of trust as respondents with a monthly income of 50,0001 - 100,000 Baht have higher trust toward hotels than respondents with a monthly income of less than 15,000 Baht. Third, respondents with different occupations have different levels of attitudinal loyalty; business owners have a higher level of attitudinal loyalty than private employees and ‘other’ occupations.

In terms of revenue management practices and relating factors, this study highlighted information adequacy in the hotel revenue management context. Completeness of information that customers received led to a higher level of all variables in this study. Another highlighted factor is the loyalty programme which is the non-physical rate fence by buyer characteristic. This study found out that members of

loyalty programmes have more positive tendency toward all variables of this study except perceived fairness. For other rate fences, the results show that respondents who booked the hotel rooms on hotel direct channels have a higher level of trust, satisfaction, and loyalty toward the hotels than respondents who booked the room via online travel agencies. For cancellation policy, the differences are only found on trust, where fully refundable guests have higher trust than partially refundable guests. While the length of stay did not create any differences in any variables of this study. In terms of price framing and rate parity, as respondents are highly familiar with revenue management practices, price framing and rate parity did not have much influence on each variable. No differences are found for price framing while trust is the only variable that a difference occurs for rate parity.

For factors relating to booking behavioural of respondents, this study identified that hotel rating and hotel type are also the factors that are highlighted in this study as guests in 5-Star hotels have a higher positive tendency toward all variables of this study, and guests in international chain hotel also have a higher positive tendency toward all variables except loyalty. In terms of the number of times stayed at the hotel, frequently stayed guests have a higher level of trust and loyalty toward the hotels than first-time guests. For the 'We Travel Together' campaign, respondents that joined the campaign have a higher level of affective loyalty than respondents that did not join the campaign. Finally, business travellers have a higher level of satisfaction than leisure travellers.

5.5 Recommendations

In this part, this study will provide suggestions and recommendations for hotel executives, revenue managers and hoteliers to enhance the utility of revenue management practices to maximise hotel profitability while at the same time, maintaining a positive perception for customers.

The first highlighted factor that hotels need to be aware of is the familiarity with revenue management practices. It is the nature of hotel businesses to apply dynamic pricing, however, customers who are not familiar with such practices would perceive such practices as unfair and would lose trust toward the hotel. Therefore, each hotel

needs to make sure that their target customers are familiar with revenue management practices in order to apply the practices without creating the perception of unfairness and trustlessness.

To elaborate into more detail of familiarity with revenue management practices, this study has pointed out different groups of customers that are more familiar with revenue management practices than others. First, residents in Bangkok have a higher familiarity with revenue management practices than residents outside of the Bangkok Metropolitan Region. Second, members of loyalty programmes, including both hotels' and online travel agencies' loyalty programmes, have higher familiarity with revenue management than non-members. Third, the completeness of information on pricing that is given to customers could lead to a higher level of familiarity with revenue management practices. Last, higher-tier hotels and international chain hotels tend to have guests that have higher familiarity with revenue management practices. Hence, revenue managers can look into these factors on their target customers to be aware of customers' level of familiarity with revenue management practices.

This study would also suggest hotels to always give complete information about their pricing. Not only that completeness of information could be linked to a higher level of familiarity with revenue management practices, but is also associated with perceived fairness, trust, satisfaction, and customer loyalty in terms of both intention and behaviour. The study has found out that if customers know how prices differ among each staying period - not only know that 'price will differ' but knowing 'how price differs' is important - they will have a higher level of perceived fairness, trust, satisfaction and loyalty toward the hotel. For instant, rather than give no information about pricing at all or mention that 'room rate varies based on the number of days in advance of arrival day that the reservation is made' the hotel should instead mention that 'room rate is higher, for rooms booked closer to the arrival day than those booked far in advance'. As completeness of information could lead to a higher level of perceived fairness, trust, satisfaction and loyalty, this study strongly recommends hotels always inform the customer with full information on their pricing.

Another important finding for revenue managers to consider is the level of familiarity with revenue management in regard to price framing and rate parity. Participants in this study are considered to have a high level of familiarity with hotel

revenue management practices in the hotel business, and this factor leads to the lower effect of price framing and rate parity on their perception of fairness. To be more specific, previous study Wirtz and Kimes (2007) have explained that customers that are familiar with revenue management practices are less likely to compare the rate that they received with other customers that received the rate with a different condition. In the context of high familiarity with revenue management practices, customers who booked a room under fully refundable conditions would not compare the room rate with other customers that booked a room under the non-refundable conditions as they understand that the rates are not under the same condition. Therefore, with high familiarity with revenue management practices, such practices are less likely to be perceived as unfair. However, if customers have a low level of familiarity with revenue management practices, price framing and rate parity could be seen as unfair practices. Therefore, revenue managers can make the decision about how to frame price and whether to keep rate parity or not based on the level of familiarity with revenue management practices of their customers.

Findings in terms of the relationship among each variable would also help hoteliers to understand the importance of fairness in the perception of customers for the context of pricing. The study found out that perceived fairness leads to trust, and both perceived fairness and trust lead to satisfaction. Furthermore, perceived fairness and satisfaction influence attitudinal loyalty, which attitudinal loyalty leads to behavioural loyalty. Taking perceived fairness individually, the result confirmed its positive relationship with trust, satisfaction, affective loyalty, and attitudinal loyalty. In other words, a higher level of customer perception of fairness leads to a higher level of trust toward the hotel, a higher level of satisfaction toward the hotel, higher affection, and affiliation toward the hotel. Therefore, it is crucial to apply revenue management practices while maintaining the perception of fairness in the view of customers.

In addition, there are factors that hoteliers should be aware of as this study found these factors associated with many variables of this study. First, the loyalty programme is a factor that stands out as members of loyalty programmes have a higher level of familiarity with revenue management practices, trust, satisfaction, and loyalty than guests who are a non-member. Second, hotel ratings also play an important role as customers that stayed at 5-Stars hotels tend to have a higher level of perceived fairness,

trust, satisfaction, and loyalty toward the hotel than 4-Stars and 3-Stars hotels. Third, guests that stayed at international chain hotels have a higher level of perceived fairness, trust, and satisfaction toward the hotels than guests in locally managed hotels. Hoteliers can take these differences among each group of customers from this study to be factors to consider in the further plan of implementing revenue management practices.

5.6 Limitations

Similar to other studies, this study is not free from limitations. First, this study is a cross-sectional study where data are collected only once. It is possible that a longitudinal study could further interpret the relationship among the variables in other dimensions. Second, this study is conducted during the COVID-19 pandemics, and the outbreak may lead to customer experiences that differ from the normal situations. Customers may experience lower room rates, a lower number of guests in the hotels, facilities closure and strict enforcement of regulations which are different compared to the normal circumstance. Third, the number of female respondents accounted for 65.0%, while male respondents only accounted for 24.0%. In addition, 91.6% of the respondents travelled for leisure purposes, while only 8.4% travelled for business purposes. Hence, with more male respondents and more business travellers, it might reflect another dimension of the study.

5.7 Future Research Directions

By improving on the limitation of this study and the extent of its finding would give a view of the effect of fairness in hotel revenue management context in other dimensions. First, future researchers could examine similar variables in a longitudinal study to see the long-term effects among the variables. Second, future studies could be conducted after the pandemic outbreaks have ended and compare the findings with this study to see the effect of the COVID-19 pandemic in this context. Third, future research could be conducted with a sample of more male respondents and more business travellers. Last, future studies could explore other kinds of rate fences and their impacts on customers' perception of fairness, trust, satisfaction, and loyalty.

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APPENDICES

Appendix A: Questionnaire Survey

ส่วนที่ 1: Screening Questions

คำชี้แจง: โปรดเลือกคำตอบที่ตรงกับข้อเท็จจริงที่สุด

I. ฉันถือสัญชาติไทย และมีอายุมากกว่า 18 ปี
[ ] ใช่ [ ] ไม่ใช่

II. ฉันได้ทำการจองห้องพักโรงแรม (ด้วยตนเอง) และได้เข้าพักในโรงแรมระดับ 3 - 5 ดาวในประเทศไทยในช่วงระยะเวลา 1 ปีที่ผ่านมา
[ ] ใช่ [ ] ไม่ใช่

III. ในช่วงระยะเวลา 5 ปีที่ผ่านมาฉันเคยเข้าพัก (ในโรงแรมเดิมหรือโรงแรมอื่นๆ) ในพื้นที่เดียวกันกับโรงแรมที่ฉันได้ทำการจองในช่วงระยะเวลา 1 ปีที่ผ่านมา
[ ] ใช่ [ ] ไม่ใช่

ส่วนที่ 2: Revenue Management Practices

1. คุณเห็นด้วยกับประโยคในแต่ละข้อมากน้อยเพียงใด
(1 = ไม่เห็นด้วยอย่างมากที่สุด, 7 = เห็นด้วยอย่างมากที่สุด)

1.1	การที่ธุรกิจประเภทโรงแรมอาจตั้งราคาห้องพักแตกต่างกันในแต่ละวัน ขึ้นอยู่กับความต้องการห้องพักของวันนั้นๆ เป็นสิ่งที่ฉันคุ้นเคย	1	2	3	4	5	6	7
1.2	การที่ธุรกิจประเภทโรงแรมอาจตั้งราคาห้องพักแตกต่างกันในแต่ละวัน ขึ้นอยู่กับความต้องการห้องพักของวันนั้นๆ เป็นเรื่องปกติ	1	2	3	4	5	6	7
1.3	การที่ธุรกิจประเภทโรงแรมอาจตั้งราคาห้องพักแตกต่างกันในแต่ละวัน ขึ้นอยู่กับความต้องการห้องพักของวันนั้นๆ เป็นเรื่องทั่วไป	1	2	3	4	5	6	7
1.4	การที่ธุรกิจประเภทโรงแรมมีนโยบายการยกเลิกการจองห้องพักที่แตกต่างกัน เป็นสิ่งที่ฉันคุ้นเคย	1	2	3	4	5	6	7
1.5	บ่อยครั้งที่ฉัน เห็น ได้ยิน หรือพบเจอราคาห้องพักที่แตกต่างกันในธุรกิจประเภทโรงแรม	1	2	3	4	5	6	7

คำชี้แจง: โปรดเลือกคำตอบที่ตรงกับข้อเท็จจริงที่สุด, จากการจองห้องพักครั้งล่าสุดของคุณ*

*การจองห้องพักในโรงแรมที่คุณได้เข้าพักในระยะเวลา **1** ปีที่ผ่านมา ซึ่งเป็นพื้นที่ที่คุณเคยไป และเข้าพักในพื้นที่นั้น ในระยะเวลา **5** ปีที่ผ่านมา

2. นโยบายการยกเลิกการจองห้องพักที่ฉันได้รับเป็นนโยบายแบบ…

[ ] **สามารถขอคืนเงินได้** (การจองห้องพักสามารถยกเลิกได้ ในช่วงระยะเวลาหนึ่งก่อนจะถึงเข้าวันพัก ซึ่งการยกเลิกการจองห้องพักภายในระยะเวลาที่กำหนดจะ**ไม่มี**ค่าปรับหรือค่าใช้จ่ายเพิ่มเติม)

[ ] **สามารถขอคืนเงินได้กึ่งหนึ่ง** (การจองห้องพักสามารถยกเลิกได้ ในช่วงระยะเวลาหนึ่งก่อนจะถึงเข้าวันพัก ซึ่งการยกเลิกการจองห้องพักภายในระยะเวลาที่กำหนดจะ**มี**ค่าปรับหรือค่าใช้จ่ายเพิ่มเติม)

[ ] **ไม่สามารถขอคืนเงินได้** (เมื่อลูกค้ายกเลิกการจองห้องพัก ค่าห้องพักทั้งหมดจะไม่สามารถขอคืนได้ ห้องพักที่จองผ่านโครงการ “เราเที่ยวด้วยกัน” ถือว่าเป็นการจองห้องพักแบบไม่สามารถขอคืนเงินได้)

3. ราคาห้องพักที่ฉันได้รับ…

[ ] …เป็นราคาส่วนลดจากราคาปกติ

[ ] …เป็นราคาปกติ (ไม่มีส่วนลดหรือค่าใช้จ่ายเพิ่มเติม)

[ ] …เป็นราคาที่มีค่าใช้จ่ายเพิ่มเติมจากราคาปกติ

4. ราคาห้องพักที่ฉันได้รับ (ในช่วงวันเข้าพักเดียวกัน, การจองเวลาที่ใกล้เคียงกัน, เงื่อนไขเดียวกัน) นั้นเท่ากันในแต่ละช่องทางการจอง (ตัวอย่างเช่น เว็บไซต์ของโรงแรม, การโทรไปจองกับทางโรมแรมโดยตรง, ราคาผ่านหน้าเว็บไซต์ OTAs เช่น Agoda, Booking.com, Expedia และช่องทางอื่นๆ)

[ ] ใช่ [ ] ไม่ใช่ [ ] ฉันไม่ได้เปรียบเทียบราคาในช่องท่างการจองอื่นๆ

5. เมื่อฉันได้รับราคาห้องพัก…

[ ] …ฉันไม่ได้รับข้อมูลเกี่ยวกับนโยบายการกำหนดราคาของโรงแรม

[ ] …ฉันได้รับข้อมูลเกี่ยวกับนโยบายการกำหนดราคาของโรงแรม โดยราคาห้องพักจะแตกต่างกันในแต่ละวันของสัปดาห์, ระยะเวลาการเข้าพัก, และระยะเวลาการจองล่วงหน้า

[ ] …ฉันได้รับข้อมูลกี่ยวกับนโยบายการกำหนดราคาของโรงแรม โดยราคาห้องพักจะแตกต่างกันในแต่ละวันของสัปดาห์, ระยะเวลาการเข้าพัก, และระยะเวลาการจองล่วงหน้า
นอกจากนี้ยังได้รับข้อมูลว่าราคาห้องพักมักจะสูงกว่าในวันธรรมดาเมื่อเทียบกับวันหยุด การเข้าพักระยะสั้นมากกว่าระยะยาว และการจองห้องพักใกล้วันเข้าพักจริงมากกว่าการจองล่วงหน้า

ส่วนที่ 3: Customer Perception

6. จากการจองห้องพักครั้งล่าสุดของคุณ* คุณเห็นด้วยกับประโยคในแต่ละข้อมากน้อยเพียงใด

*การจองห้องพักในโรงแรมที่คุณได้เข้าพักในระยะเวลา **1** ปีที่ผ่านมา ซึ่งเป็นพื้นที่ที่คุณเคยไป และเข้าพักในพื้นที่นั้น ในระยะเวลา **5** ปีที่ผ่านมา

(1 = ไม่เห็นด้วยอย่างมากที่สุด, 7 = เห็นด้วยอย่างมากที่สุด)

6.1	เมื่อพิจารณาทุกอย่างแล้วราคาห้องพักที่คุณได้รับนั้นสมเหตุสมผล	1	2	3	4	5	6	7
6.2	เมื่อพิจารณาทุกอย่างแล้วราคาห้องพักที่คุณได้รับนั้นยุติธรรมสำหรับคุณและโรงแรม	1	2	3	4	5	6	7
6.3	เมื่อพิจารณาทุกอย่างแล้วราคาห้องพักที่คุณได้รับนั้นเหมาะสม	1	2	3	4	5	6	7
6.4	เมื่อพิจารณาทุกอย่างแล้วราคาห้องพักที่คุณได้รับนั้นเป็นราคาที่ถูกต้อง	1	2	3	4	5	6	7
6.5	เมื่อพิจารณาทุกอย่างแล้วราคาห้องพักที่คุณได้รับนั้นยุติธรรมสำหรับลูกค้าคนอื่นๆ	1	2	3	4	5	6	7

7. จากการจองห้องพักครั้งล่าสุดของคุณ* คุณเห็นด้วยกับประโยคในแต่ละข้อมากน้อยเพียงใด

***การจองห้องพัก**ในโรงแรมที่คุณได้เข้าพักในระยะเวลา **1** ปีที่ผ่านมา ซึ่งเป็นพื้นที่ที่คุณเคยไป และเข้าพักในพื้นที่นั้น ในระยะเวลา **5** ปีที่ผ่านมา

(1 = ไม่เห็นด้วยอย่างมากที่สุด, 7 = เห็นด้วยอย่างมากที่สุด)

7.1	ฉันเชื่อว่าโรงแรมนี้น่าไว้วางใจ	1	2	3	4	5	6	7
7.2	ฉันเชื่อว่าโรงแรมนี้น่าเชื่อถือ	1	2	3	4	5	6	7
7.3	ฉันเชื่อว่าโรงแรมนี้มีความรับผิดชอบ	1	2	3	4	5	6	7
7.4	ฉันมีความมั่นใจในโรงแรมนี้	1	2	3	4	5	6	7
7.5	โรงแรมนี้ดูเหมือนว่าจะเป็นโรงแรมคุณภาพดี	1	2	3	4	5	6	7

8. จากการจองห้องพักครั้งล่าสุดของคุณ* คุณเห็นด้วยกับประโยคในแต่ละข้อมากน้อยเพียงใด

***การจองห้องพักในโรงแรมที่คุณได้เข้าพักในระยะเวลา **1** ปีที่ผ่านมา ซึ่งเป็นพื้นที่ที่คุณเคยไป และเข้าพักในพื้นที่นั้น ในระยะเวลา **5** ปีที่ผ่านมา

(1 = ไม่เห็นด้วยอย่างมากที่สุด, 7 = เห็นด้วยอย่างมากที่สุด)

8.1	ฉันมีความสำราญในการเข้าพักที่โรงแรม	1	2	3	4	5	6	7
8.2	การเลือกเข้าพักที่โรงแรมนี้เป็นการตัดสินใจที่ถูกต้อง	1	2	3	4	5	6	7
8.3	ฉันรู้สึกว่าการบริการของโรงแรมดีกว่าที่ฉันคาดหวังไว้	1	2	3	4	5	6	7
8.4	โดยรวมแล้วฉันพึงพอใจกับการตัดสินใจเข้าพักในโรมแรมนี้	1	2	3	4	5	6	7

ส่วนที่ 4: Customer Loyalty

9. จากการจองห้องพักครั้งล่าสุดของคุณ* คุณเห็นด้วยกับประโยคในแต่ละข้อมากน้อยเพียงใด

*การจองห้องพักในโรงแรมที่คุณได้เข้าพักในระยะเวลา 1 ปีที่ผ่านมา ซึ่งเป็นพื้นที่ที่คุณเคยไป และเข้าพักในพื้นที่นั้น ในระยะเวลา 5 ปีที่ผ่านมา

(1 = ไม่เห็นด้วยอย่างมากที่สุด, 7 = เห็นด้วยอย่างมากที่สุด)

9.1	ไม่มีโรงแรมอื่นในพื้นที่เดียวกันให้บริการดีกว่าโรงแรมนี้	1	2	3	4	5	6	7
9.2	ฉันจะพิจารณาโรงแรมนี้เป็นตัวเลือกแรกของฉันเมื่อฉันต้องการที่พักในพื้นที่เดียวกัน	1	2	3	4	5	6	7
9.3	ฉันยินดีที่จะจ่ายเงินเพิ่มเพื่อที่จะเข้าพักที่โรงแรมนี้มากกว่าโรงแรมอื่น ๆ ในระดับเดียวกัน	1	2	3	4	5	6	7
9.4	โรงแรมนี้ให้บริการเหนือกว่าเมื่อเทียบกับโรงแรมอื่น ๆ	1	2	3	4	5	6	7
9.5	ฉันได้รับสิทธิประโยชน์ในโรงแรมนี้มากกว่าการเข้าพักในโรงแรมอื่น ๆ ในระดับเดียวกัน	1	2	3	4	5	6	7

10. จากการจองห้องพักครั้งล่าสุดของคุณ* คุณเห็นด้วยกับประโยคในแต่ละข้อมากน้อยเพียงใด

*การจองห้องพักในโรงแรมที่คุณได้เข้าพักในระยะเวลา 1 ปีที่ผ่านมา ซึ่งเป็นพื้นที่ที่คุณเคยไป และเข้าพักในพื้นที่นั้น ในระยะเวลา 5 ปีที่ผ่านมา

(1 = ไม่เห็นด้วยอย่างมากที่สุด, 7 = เห็นด้วยอย่างมากที่สุด)

10.1	ฉันชอบโรงแรมนี้มากกว่าโรงแรมอื่น ๆ	1	2	3	4	5	6	7
10.2	ฉันรู้สึกดีกว่าเมื่อได้เข้าพักที่โรงแรมแห่งนี้	1	2	3	4	5	6	7
10.3	ฉันชอบพักที่โรงแรมนี้มาก	1	2	3	4	5	6	7
10.4	โรงแรมนี้เป็นโรงแรมที่ฉันประทับใจที่สุดในพื้นที่เดียวกัน	1	2	3	4	5	6	7

11. จากการจองห้องพักครั้งล่าสุดของคุณ* คุณเห็นด้วยกับประโยคในแต่ละข้อมากน้อยเพียงใด

*การจองห้องพักในโรงแรมที่คุณได้เข้าพักในระยะเวลา 1 ปีที่ผ่านมา ซึ่งเป็นพื้นที่ที่คุณเคยไป และเข้าพักในพื้นที่นั้น ในระยะเวลา 5 ปีที่ผ่านมา

(1 = ไม่เห็นด้วยอย่างมากที่สุด, 7 = เห็นด้วยอย่างมากที่สุด)

11.1	ถึงแม้โรงแรมอื่นจะมีราคาห้องพักที่ต่ำกว่าฉันก็จะเข้าพักที่โรงแรมนี้ต่อไป	1	2	3	4	5	6	7

11.2	ถึงแม้โรงแรมนี้จะปรับราคาขึ้นฉันก็จะเข้าพักที่โรงแรมนี้ต่อไป	1	2	3	4	5	6	7
11.3	ฉันตั้งใจจะเข้าพักที่โรงแรมนี้ต่อไปในอนาคต	1	2	3	4	5	6	7
11.4	ฉันตั้งใจจะพูดสิ่งดีๆเกี่ยวกับโรงแรมนี้ให้คนอื่น ๆ ได้รับรู้	1	2	3	4	5	6	7
11.5	ในอนาคตฉันตั้งใจจะแนะนำโรงแรมนี้ให้กับคนอื่น ๆ ที่ขอคำแนะนำจากฉัน	1	2	3	4	5	6	7

12. จากการจองห้องพักครั้งล่าสุดของคุณ* คุณเห็นด้วยกับประโยคในแต่ละข้อมากน้อยเพียงใด

***การจองห้องพัก**ในโรงแรมที่คุณได้เข้าพักในระยะเวลา **1** ปีที่ผ่านมา ซึ่งเป็นพื้นที่ที่คุณเคยไป และเข้าพักในพื้นที่นั้น ในระยะเวลา **5** ปีที่ผ่านมา

(1 = ไม่เห็นด้วยอย่างมากที่สุด, 7 = เห็นด้วยอย่างมากที่สุด)

12.1	ฉันมักจะเข้าพักที่โรงแรมนี้โดยตลอด เมื่อฉันไปที่พื้นที่นั้น	1	2	3	4	5	6	7
12.2	ฉันเข้าพักที่โรงแรมนี้มากกว่าโรงแรมอื่น ๆในพื้นที่เดียวกัน	1	2	3	4	5	6	7
12.3	ฉันใช้จ่ายเงินในโรงแรมนี้ มากกว่าโรงแรมอื่น ๆ ในพื้นที่เดียวกัน	1	2	3	4	5	6	7
12.4	ฉันบอกสิ่งดี ๆเกี่ยวกับโรงแรมนี้ให้กับคนอื่น ๆ ฟัง	1	2	3	4	5	6	7
12.5	ถ้าโรงแรมนี้เปิดสาขาใหม่ในพื้นที่ที่ฉันจะไป ฉันจะเลือกเข้าพักที่โรงแรมนี้ในพื้นที่นั้นๆ	1	2	3	4	5	6	7
12.6	ฉันเคยแนะนำโรงแรมนี้ให้กับคนอื่น ๆ	1	2	3	4	5	6	7

ส่วนที่ 5: Demographic & Booking Behaviour

คำชี้แจง: โปรดเลือกคำตอบที่ตรงกับข้อเท็จจริงที่สุด

13. คุณอาศัยอยู่ในจังหวัดใด

_____

14. เพศ:

[ ] ชาย [ ] หญิง [ ] LGBTQ+

15. อายุ:

[ ] 18-24 [ ] 25-40 [ ] 41-60 [ ] 61+

16. สถานภาพ:

[ ] โสด [ ] แต่งงาน [ ] หย่า [ ] ไม่ต้องการตอบ

17. ระดับการศึกษา:

[ ] ประถมศึกษา [ ] มัธยมศึกษา [ ] ปวช/ปวส

[ ] ปริญญาตรี [ ] ปริญญาโท [ ] ปริญญาเอก

18. รายได้ต่อเดือน:

[ ] น้อยกว่า 9,000 บาท [ ] 9,001 - 15,000 บาท

[ ] 15,001 - 25,000 บาท [ ] 25,001 - 50,000 บาท

[ ] 50,001 - 100,000 บาท [ ] มากกว่า 100,000 บาท

19. อาชีพ:

[ ] ข้าราชการ [ ] พนักงานบริษัทเอกชน [ ] เจ้าของธุรกิจ

[ ] นักเรียน/นักศึกษา [ ] เกษียณอายุ

[ ] อื่นๆ (โปรดระบุ)_____

คำชี้แจง: จากการจองห้องพักครั้งล่าสุดของคุณ* โปรดเลือกคำตอบที่ตรงกับข้อเท็จจริงที่สุด

*การจองห้องพักในโรงแรมที่คุณได้เข้าพักในระยะเวลา 1 ปีที่ผ่านมา ซึ่งเป็นพื้นที่ที่คุณเคยไป และเข้าพักในพื้นที่นั้น ในระยะเวลา 5 ปีที่ผ่านมา

20. ฉันจองห้องพักผ่านโครงการ “เราเที่ยวเดียวกัน” (รัฐบาลช่วยออกค่าห้องพัก 40%)
[ ] ใช่ [ ] ไม่ใช่

21. โรงแรมที่ฉันเข้าพักตั้งอยู่ในจังหวัดใด?
_____

22. โรงแรมที่ฉันเข้าพักเป็นโรงแรมระดับ...
[ ] 3 ดาว [ ] 4 ดาว [ ] 5 ดาว

23. โรงแรมที่ฉันเข้าพักเป็น...
[ ] โรงแรมเครือระดับนานาชาติ
[ ] โรงแรมเครือระดับประเทศ
[ ] โรงแรมที่ไม่ได้อยู่ในเครือใดๆ

24. ช่องทางที่ฉันจองห้องพักคือ…
[ ] ทางตรงกับโรงแรม (เช่น โทรจอง/ อีเมล) [ ] ที่โรงแรม ณ วันเข้าพัก
[ ] เว็บไซต์ทางการของโรงแรม [ ] Agoda
[ ] Booking.com [ ] Expedia
[ ] Traveloka [ ] เอเจนซี่ (ไม่ใช่ออนไลน์)
[ ] อื่นๆ *(โปรดระบุ)*_____

25. ฉันเป็นสมาชิกของช่องทางที่ฉันทำการจองห้องพัก (เช่น Marriott Bonvoy, Agoda VIP เป็นต้น)
[ ] ใช่ [ ] ไม่ใช่

26. ฉันเคยเข้าพักที่โรงแรมนี้มาแล้วทั้งหมด...
[ ] 1 ครั้ง (ฉันเข้าพักที่โรงแรมนี้เป็นครั้งแรก) [ ] 2-3 ครั้ง [ ] มากกว่า 3 ครั้ง

27. ฉันเข้าพักที่โรงแรมนี้เป็นจำนวน…

[ ] 1-2 คืน [ ] 3-5 คืน [ ] มากกว่า 5 คืน

28. ฉันจองโรงแรมนี้ล่วงหน้าเป็นระยะเวลา……..ก่อนวันเข้าพักจริง

[ ]น้อยกว่า 1 วัน [ ] 1-3 วัน [ ] 4-7 วัน

[ ] 8-30 วัน [ ] 30 - 90 วัน [ ] มากกว่า 90 วัน

29. จุดประสงค์ของการเข้าพักโรงแรมนี้คือ?

[ ] การเดินทางพักผ่อน [ ] การเดินทางเพื่อธุรกิจ

[ ] อื่นๆ *(โปรดระบุ)*_____

30. ฉันเดินทางไปพักที่โรงแรมนี้กับ…. (เลือกตอบได้มากกว่าหนึ่งข้อ)

[ ] สมาชิกในครอบครัว [ ] เพื่อน [ ]เพื่อนร่วมงาน

[ ] แฟน [ ] คู่สมรส [ ] ฉันเข้าพักคนเดียว
