

**THE IMPACT OF COVID-19 ON CUSTOMERS' CRITERIA IN
SELECTING LUXURY HOTELS IN THAILAND AND THE
INFLUENCE OF RELATED FACTORS THAT LEAD TO
SATISFACTION AND LOYALTY INTENTION**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2021**

COPYRIGHT OF MAHIDOL UNIVERSITY

Thematic paper
entitled

**THE IMPACT OF COVID-19 ON CUSTOMERS' CRITERIA IN SELECTING
LUXURY HOTELS IN THAILAND AND THE INFLUENCE OF RELATED
FACTORS THAT LEAD TO SATISFACTION AND LOYALTY INTENTION**

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

on
December 4, 2021



.....
Ms. Kannikar Wangtrakun
Candidate

.....
Assoc. Prof. Dr. Chanin Yoopetch,
Ph.D.
Advisor

.....
Asst. Prof. Dr. Boonying Kongarchapatara,
Ph.D.
Chairperson

.....
Assoc. Prof. Dr. Vichita Ractham,
Ph.D.
Dean, College of Management
Mahidol University

.....
Suthawan Sato,
Ph.D.
Committee member

ACKNOWLEDGEMENTS

First and foremost, I would like to show my deepest appreciation to various people for their continuous support from the beginning to the end of this study. This study could not have been succeeded without the assistance of those people.

I would like to thank my research advisor, Assoc. Prof. Dr. Chanin Yoopetch for his patience, kind support, and valuable guidance. I am deeply thankful for the help of the Independent Study Committee, Asst. Prof. Dr. Boonying Kongarchapatara, Dr. Suthawan Chirapanda Sato, and Khun Chanoksuda Soatthiyanon for all the administrative processes support of this study.

Apart from my advisor, Independent Study Committee, and CMMU staff, I also would like to thank Mr. William Pravda, Beverage Manager, and Khun Pranisa Treechanasin, Bar Keeper, at Capella Bangkok Hotel, who always support my master degree studies. My sincere appreciation also goes to my team members at Capella Bangkok Hotel who always support me physically and emotionally throughout my master degree journey.

Besides, I am enormously grateful to my parents for all of their support, motivation, and sacrifices for me to pursue my graduate studies. I am extremely thankful to Khun Winwiphop Thaninphan for caring and continuing support to the accomplishment of this study. I also would like to thank Khun Nitith Wattanaphak and Khun Apichaya Nuyuth who have always been great teammates throughout my study journey at CMMU, and always support me both physically and emotionally to accomplish this study.

Kannikar Wangtrakun

THE IMPACT OF COVID-19 ON CUSTOMERS' CRITERIA IN SELECTING LUXURY HOTELS IN THAILAND AND THE INFLUENCE OF RELATED FACTORS THAT LEAD TO SATISFACTION AND LOYALTY INTENTION

KANNIKAR WANGTRAKUN 6349044

M.M. (MARKETING AND MANAGEMENT)

THESIS ADVISORY COMMITTEE: ASSOC. PROF. DR. CHANIN YOOPETCH, Ph.D., ASST. PROF. DR. BOONYING KONGARCHAPATARA, Ph.D., DR. SUTHAWAN CHIRAPANDA SATO, Ph.D.

ABSTRACT

It is crucial for management executives to lead the business in the right direction during a crisis. The study aimed to identify the most influential variable that will lead to satisfaction and loyalty intention, and examine the influence of service quality, physical environment, hygiene/cleanliness, brand trust, and values, on satisfaction and loyalty intention of luxury hotels' customers during the Covid-19 situation. This research focuses on any person who is living in Thailand and aged 20 years old and above, who previously booked and stayed, visited, or received service at luxury hotels in Thailand, within the past 16 months since the first Covid -19 outbreak in Thailand. A quantitative research method has been used and 400 samples were collected in this study. The findings showed that service quality, hygiene/cleanliness, and brand trust have a significant impact on customers' satisfaction. Brand trust is the most influential variable that will lead to satisfaction and loyalty intention, followed by service quality, and hygiene/cleanliness.

KEY WORDS: / Service Quality/ Physical Environment/Hygiene/Cleanliness
/ Brand Trust/ Values/ Customers' Satisfaction/ Loyalty Intention

65 pages

CONTENTS

	Page
ACKNOWLEDGEMENTS	ii
ABSTRACT	iii
LIST OF TABLES	v
LIST OF FIGURES	vi
LIST OF ABBREVIATIONS	ix
CHAPTER I INTRODUCTION	1
1. Introduction	1
1.2 The Scope of This Study	2
1.3 Research Questions	2
1.4 Research Objectives	3
CHAPTER II LITERATURE REVIEW	4
2.1 Luxury	4
2.2 Service quality	5
2.3 Physical environment	6
2.4 Hygiene/Cleanliness	7
2.5 Brand Trust	8
2.6 Values	9
2.7 Customer's Satisfaction	10
2.8 Loyalty Intention	11
CHAPTER III METHODOLOGY	12
3.1 Research Methodology	12
3.1.1 Sampling	12
3.1.2 Research Instrument	12
3.2 Data Collection	13
CHAPTER IV FINDINGS	14
4.1 Demographic Factors of Respondents	14
4.1.1 Gender	14
4.1.2 Age Range	14

CONTENTS (Cont.)

	Page
4.1.3 Occupation	15
4.1.4 Income	15
4.2 Service Quality	16
4.2.1 Descriptive Statistic & Reliability Test	16
4.3 Physical Environment	18
4.3.1 Descriptive Statistic & Reliability Test	18
4.4 Hygiene/Cleanliness	21
4.4.1 Descriptive Statistic & Reliability Test	21
4.4.2 Differences between Groups	22
4.5 Brand Trust	24
4.5.1 Descriptive Statistic & Reliability Test	24
4.5.2 Differences between	25
4.6 Values	27
4.6.1 Descriptive Statistic & Reliability Test	27
4.6.2 Differences between Groups	28
4.7 Customers Satisfaction	31
4.7.1 Descriptive Statistic & Reliability Test	31
4.7.2 Differences between Groups	32
4.8 Loyalty Intention	34
4.8.1 Descriptive Statistic & Reliability Test	34
4.8.2 Differences between Groups	35
4.9 Correlations Analysis	37
4.10 Regression Analysis	38
CHAPTER V DISCUSSION	40
5.1 Relationship	40
5.2 Differences Among Respondent Demographics Group	42
5.3 Conclusion	46

CONTENTS (Cont.)

	Pages
5.4 Recommendations	47
5.5 Limitation	48
5.6 Future Research Directions	48
REFERENCES	50
BIOGRAPHY	65



LIST OF TABLES

Table	Page
1 Frequency – Gender	14
2 Frequency – Age	14
3 Frequency – Occupation	15
4 Frequency – Income	15
5 Service Quality – Descriptive Analysis	16
6 Service Quality – Reliability Test	16
7 Service Quality – Gender	17
8 Service Quality - Independent Sample T-Test	17
9 Service Quality – Occupation	18
10 Physical Environment - Descriptive Analysis	18
11 Physical Environment - Reliability Test	19
12 Physical Environment – Gender	19
13 Physical Environment – Independent Sample T Test	20
14 Physical Environment – Age	20
15 Physical Environment – Income	21
16 Hygiene/Cleanliness - Descriptive Analysis	21
17 Hygiene/Cleanliness - Reliability Test	22
18 Hygiene/Cleanliness – Gender	22
19 Hygiene/Cleanliness - Independent Sample T-Test	23
20 Hygiene/Cleanliness – Age	23
21 Hygiene/Cleanliness – Occupation	24
22 Brand Trust – Descriptive Analysis	25
23 Brand Trust - Reliability Test	25
24 Brand Trust – Gender	26
25 Brand Trust - Independent Sample T Test	26
26 Brand Trust – Occupation	27
27 Values – Descriptive Analysis	28

LIST OF TABLES (cont.)

Table	Page
28 Values - Reliability Test	28
29 Values – Gender	29
30 Values - Independent Sample T Test	29
31 Values – Income	30
32 Values – Occupation	31
33 Customers Satisfaction - Descriptive Analysis	31
34 Customers Satisfaction - Reliability Test	32
35 Customers Satisfaction – Gender	32
36 Customers Satisfaction - Independent T Test	33
37 Customers Satisfaction – Occupation	33
38 Loyalty Intention - Descriptive Analysis	34
39 Loyalty Intention - Reliability Test	34
40 Loyalty Intention – Gender	35
41 Loyalty Intention – Independent Sample T Test	35
42 Loyalty Intention – Age	36
43 Loyalty Intention – Occupation	36
44 Correlations Analysis	37
45 Regression – Customers’ Satisfaction	38
46 Regression – Loyalty Intention	38

CHAPTER I

INTRODUCTION

1.1 Introduction

Every business including the hotel business has been enduring more than the low season they have ever imagined. Starting from the first quarter of 2020 where it was the first pandemic outbreak in Thailand. The government has been implementing several strategies to stop the spread of Covid-19 starting from ordering to temporarily close some premises in Bangkok such as massage parlors, cinemas, fitness centers, pubs, bars, sports venues, fresh markets, shopping malls, amusement parks, and all educational institutes (BMA Data Center, 2020).

Hotel businesses were not also an exception. The government ordered to temporarily close some hotels in Chonburi, Phang Nga, and Phuket on April 3rd, 2020 (Bangkokbiz News, 2020). For the hotels in Bangkok, the governor of Bangkok had ordered the hotel's restaurant to be able to service the hotel in-house guests only from March 22nd, 2020 – April 12th, 2020 (Thairath Online, 2020).

Even though the government announced some relief measures that allowed some businesses to operate and welcome customers at their premises, there are some restrictions to operate under the circumstance such as the limited time and the limited number of customers to be in the premises at a time. For example, restaurants were allowed to operate until 11.00 p.m. for take-away and delivery service, and were allowed to provide dine-in service until 9.00 p.m. according to Bangkok Metropolitan Announcement on June 14, 2021 (Announcement of the Bangkok Metropolitan Administration on the order to temporarily close the place No. 32, 2021)

A lot of businesses still experienced a great loss due to the inability to operate to their full capacity. The businesses have to adapt to a lot of changes and some of them could not tolerate the loss and need to shut down the business eventually. Not only businesses but also every person needs to adapt to this situation where the government has announced some regulations and restrictions to prevent the spread of covid-19. Many people are more aware of their daily routine to maintain their health

safety.

Before the pandemic, the criteria for choosing particular luxury hotels may be varied among individuals. Some of those factors could be facilities, service quality, hygiene, atmosphere, personalization of services, design, and decoration (Baber Raturaj, 2017). Nevertheless, during the Covid-19 situation, customers might change their key factor on decision making to select the luxury hotels that they are going to visit. Therefore, the management might need to choose the right strategies that would help them to go through this situation by serving what customers are searching in this situation.

This research will be advantageous to the hotel industry. To understand the most influential factor that will lead to customers satisfaction, and loyalty intention when selecting luxury hotels during the Covid-19 situation.

1.2 The Scope of This Study

Luxury hotels are suffering from this pandemic situation where people are afraid to go and spend their time outside of their homes as they used to. In order for luxury hotels to maintain their businesses and survive during the pandemic situation, it is important for them to understand the factors that will influence customers to choose luxury hotels during this situation.

This study was conducted during the outbreak of Covid-19 where there are certain government regulations that limit the travelers to travel across particular areas or provinces, and limit the travelers to travel across countries. Therefore, this study is limited to only luxury hotels in Thailand. This study will examine which variables are the most influential to revisit intention and satisfaction of luxury hotels customers during Covid-19. There are 7 main variables that are going to be explored in this study which are service quality, physical environment, hygiene/cleanliness, brand trust, values, customers satisfaction, and loyalty intention.

1.3 Research Questions

- 1) What is the most influential factor that will lead to satisfaction and

loyalty intention of luxury hotel's customers during Covid-19 situation.

2) Do service qualities, physical environment, hygiene/cleanliness, brand trust, and values have an impact on satisfaction and loyalty intention of luxury hotel's customers during Covid-19 situation.

1.4 Research Objectives

1) To identify the most influential factor that will lead to satisfaction and loyalty intention of luxury hotel's customers during Covid-19 situation.

2) To examine the influences of service quality, physical environment, hygiene/cleanliness, brand trust, and values on satisfaction and loyalty intention of luxury hotel's customers during Covid-19 situation.



CHAPTER II

LITERATURE REVIEW

2.1 Luxury

Luxury may have various definitions among different researchers. Luxury hotels have been defined as a hotel that offers a luxurious experience to customers (Landman, n.d). Moreover, there are some characteristics that differentiate luxury hotels from others such as superior layout, building or interior design, luxury features of hotel's rooms, amenities, and facilities, exclusive guest activities; spa service, fitness and pool, childcare center, babysitting, or personal assistant, and impressive dining service; variety choices of international breakfast, lunch or dinner courses, and room service.

One researcher claimed that the definition of luxury differs from one person to another person, and each person may perceive the core value of the "luxury" products or services differently depending on their perception (Lu, Berchoux, Marek, & Chen, 2015). The study from (Truong & Mccoll, 2011) suggested different points of view that the consumption of luxury products or services is considered as a behavior to help humans to satisfy their self-esteem needs.

According to the study, one researcher had categorized the definition of luxury into four categories which are "luxury as a brand", "luxury as luxe product features", "luxury as non-necessities", and "luxury as the power to pursue your passions" (Chu, 2014). It is obvious that luxury hotels fall into the first category. This category referred to an action that a luxurious product or service is consumed by consumers.

The next category defines luxury as a luxury feature of products which refers to a specific feature of a product or service which in this study refers to the design of the hotels, decorations, and the fanciness of hotel amenities, and facilities (Chu, 2014).

"Luxury as non-necessities" refers to something that is beyond human basic needs (Chu, 2014). The basic needs that are provided in the hotel industry could be food, accommodation, safety, and security. On the other hand, luxury hotels could provide

something above the basic needs such as a personal butler, or free internet access in all areas. Moreover, the study from (Nubani, 2001) supports the idea of (Chu, 2014) which stated that the definition of luxury at the end of the nineteenth century was defined as luxurious enjoyment and gorgeous food or environments beyond the basic needs of life.

The last category defines the word “Luxury” as an ability to pursue an individual passion. In other words, luxury is the behavior of purchasing or consuming luxury services or products to gain more comfortable or convenience in life such as spa service, or valet parking (Chu, 2014).

According to (Lu, Berchoux, Marek, & Chen, 2015), price is an outstanding factor that sets luxury hotels apart from non-luxury hotels. Nevertheless, according to (Wu & Yang, 2018) stated that most luxurious product is unnecessary, high quality, and high prices, this confirms the luxury concept of (Lu, Berchoux, Marek, & Chen, 2015). In this study, luxury refers to something that is beyond human basic needs and has a high price.

2.2 Service quality

Service quality has different definitions depending on each organization. However, service organizations define the word service quality as a metric for determining how well a service satisfies a customer's expectations (Ghobadian, Speller, & Jones, 1993). The study also introduced the link between service excellence, customer satisfaction, and repurchase intention. If the consumers are not happy with the service they have received, they will spread negative feedback to more than three people. Hence, the study also implied that low service quality affects the sustainability of current customers and the ability to gain potential customers (Ghobadian, Speller, & Jones, 1993).

Another researcher also agreed with (Ghobadian, Speller, & Jones, 1993) that service quality should meet and exceed customers' expectations while also meeting their needs and requirements (Edvardsson, 1998).

Also, the early study in 1979 suggested that perceptions and trust were closely linked to the concept of service quality. (Santos, 2003). This study also refers to the concept of “total service quality” which has been introduced in a later study in

1982 as a customer's perception of the gap between the expected and perceived service. (Santos, 2003).

Another later study stated that the degree of differences between consumers' expectations for service and their actual impressions of performance is referred to as service quality. (Lu, Berchoux, Marek, & Chen, 2015). The study also developed the definition of service quality as an evaluation of the actual service received, compared to the expectation of what the customers should receive (Lu, Berchoux, Marek, & Chen, 2015).

Another study also supports the idea of (Ghobadian, Speller, & Jones, 1993) that the definition of service quality should be defined as the difference between what clients expect and what they get (Todua & Jashi, 2016).

In the more recent study suggested that service quality refers to something that is tangible such as hotel facilities, amenities, equipment, and employees (Karyose & Astuti, 2017). The study also stated that in accordance with service quality, hotel staff should be able to represent to customers a sense of dependability, responsiveness, assurance, and empathy. For example, reliability; staff should be able to provide service as promised and maintain customers' satisfactory level at all times; responsiveness, in which the staff react or respond to customers' needs and help them responsively, assurance; the staff should have knowledge, ability, politeness, and trustworthiness to provide high quality of service that is free from doubt, risk and harm, and empathy; which refers to an act of relationship building, effective communication, personalize service" (Karyose & Astuti, 2017). Therefore, in this research, the performance of providing a service in a luxury hotel that is consistent with clients' expectations is referred to as service quality.

2.3 Physical environment

The early study introduced the concept of the physical environment as layout, style, color, lighting, and furnishers (Bitner M. J., 1990). Another researcher introduced the new term of the physical environment as "servicescapes" representing the physical environment where the service occurs (Bitner M. , 1992). The study from (Countryman & Jang , 2006) suggested that the definition of the physical environment

should be something related to the sense of “taste, touch, sight, smell, and sound.” According to (Ali, Amin, & Ryu, 2015), agree to the concept of (Bitner M. , 1992) that the physical environment is where the service occurs.

According to the research stated that physical environment can be defined as a service provider-created environment that includes the general layout, design, décor, and aesthetics (Ali, Omar, & Amin, 2013). Also, according to (Cetin & Walls, 2015), suggested that to stimulate the customers’ intention to explore, an organization should provide the right scenery and environment. The study also stated that the physical environment could stimulate customers’ internal responses such as their cognitive, emotional, and physiological. Moreover, (Cetin & Walls, 2015) also stated that the variety of tempo and rhythm of different music can affect the consumption and purchase intention of alcohol.

Some researchers suggested that the physical environments affect customers’ behavior toward each other (Walls, Okumus, Wang, & Kwun, 2011). Moreover, (Ali, Amin, & Ryu, 2015) also introduced the idea that physical environment impacts their purchase intention and satisfaction. Also, (Cetin & Walls, 2015) supported the concept of (Ali, Amin, & Ryu, 2015) that the physical environment affects the duration spent and purchase intention.

In this study, physical environment refers to the overall external and internal layout, building, decorations, surrounding, lighting, temperature, scent, and something that affect the sense of seeing, smelling, hearing, and touching.

2.4 Hygiene/Cleanliness

During a pandemic situation, it is vital for every business to focus on hygiene as the first priority in daily operation in order to gain revenue or maintain the competitive advantages of the organization. According to the previous study suggested that the primary factor that travelers will consider when choosing hotels is hygiene and cleanliness (Jiang & Wen, 2020). During this difficult period, it is unarguable that the first priority of the customer’s concern is hygiene wherever they are going to visit. Moreover, the study from (Yu, Seo, & Hyun, 2021) suggested that the hotels can develop the hygiene and sanitization process and use it as a unique selling point to

promote during the pandemic situation. The study also introduced that travelers are more than willing to pay extra for “enhanced guestroom disinfection” (Jiang & Wen, 2020). By enhancing hygiene awareness could help to produce a positive image or trust for customers during the pandemic situation. So, the customer feels safer and more comfortable visiting the hotels.

According to the study, hygiene in the hospitality industry refers to the hygiene throughout the service area, including the hallway, reception area, waiting area, rooms, and employee dress (Khalilur Rahman, Newaz, Hemmati, & Mallick, 2021). Furthermore, (Yu, Seo, & Hyun, 2021) also presented a similar concept as (Khalilur Rahman, Newaz, Hemmati, & Mallick, 2021) stated that hygiene in the hotel refers to the service areas utilized by customers such as lobby, toilet, rooms, restaurants, staff’s hygiene; uniform, hands, and hair, and areas or equipment; such as computers, tables, and chairs. These criteria have a big impact on a customer's decision to visit a hotel or not, how long they would spend their time, whether they will recommend this hotel to others or not.

In this study, hygiene refers to the presentation cleanliness and sanitization in all area of the hotels including the personal hygiene of the staff.

2.5 Brand Trust

Brand trust is also one of the most vital factors for every successful business aimed to achieve. In the early study, trust was defined as the expectation of reliability in another person’s words or promises either verbal or written declarations (Rotter, 1967). Another researcher also agreed with (Rotter, 1967), the study suggested that trust refers to the degree of a person’s confidence and the will to act according to another person's words, behaviors, and decisions (McAllister, 1995).

While in the context of branding, trust has been defined as customers' willingness to respond to a brand's capacity to deliver on its stated promises. (Moorman, Zaltman, & Deshpande, 1992). The study from (Chaudhuri & Holbrook, 2001) agree with the concept of (Moorman, Zaltman, & Deshpande, 1992) stated that the definition of brand trust can be defined as customers’ perception and evaluation toward the brand capability to deliver its promise (Chaudhuri & Holbrook, 2001). The later study from

(Hidayanti, Nuryakin, & Farida, 2018) also supported the brand trust concept of (Moorman, Zaltman, & Deshpande, 1992) and (Chaudhuri & Holbrook, 2001) stated that customers' readiness to believe without a doubt that a brand will deliver on its promises and achieve positive benefits for them is known as brand trust.

Moreover, another researcher suggested that trust includes the feeling of reliability toward the organization, without that feeling leads to an interruption or hesitation toward the purchase intention (Zaren & Ali, 2021). Nonetheless, the study of (Afzal, Khan, Rehman, Ali, & Wajahat, 2010) introduced that brand loyalty is influenced by brand trust. because it generates continuing process the maintenance and continuation of a relationship. Also, in a recent study defined brand trust as “loyalty and truthfulness” (Minnifield, 2017). In this study, brand trust refers to the reliability and the willingness of customers to undoubtedly believe that the brand will perform in accordance to their promised statement.

2.6 Values

Values differ from one person to another person. One person's valuable perception of something might not be valuable for another (Rahman, 2014). According to the study, value has been defined by psychologists as the relationship between wants, needs, interests, preferences, and motivations (Lee, 1993). Values are desired goals with varying degrees of significance that act as supervisory principles in people's life (Schwartz, 1992).

The common nature of values can influence countless beliefs, attitudes and behaviors (Rahman, 2014). The study also suggested that there are some similarities and differences of the characteristics of values as follow;

- Values are beliefs that are inextricably related to feelings.
- Values can be the desired objectives that a person aimed to achieve.
- Values can act as a primary factor in decision-making.
- Values can be ranked by the level of significance or priorities of each individual.
- Values can have a big impact on how people think and act.

According to the study, “values represent basic individual motivations” (Sortheix & Lönnqvist, 2014). The researcher also stated that values are not dependent on times and situations. They can help to identify what is vital for each person and guide to choices selection and behavior. In this study, value refers to individual beliefs, desires, and preferences.

2.7 Customer’s Satisfaction

One of the most crucial aspects that every business aims to achieve is customers satisfaction. There are several different definitions of customers satisfaction. In the early study, customers’ satisfaction has been defined as customer satisfaction response, which is both an appraisal and an emotional reaction to a service (Rust & Oliver, 1994). Another researcher supported the satisfaction concept of (Rust & Oliver, 1994) stated that the term "satisfaction" refers to an emotional reaction to a product or service that has been acquired (Dharmesti & Nugroho, 2013). Also, the study of (Han & Hyun, 2017) showed a similar concept suggested that affective responses/experiences following a cognitive expectations disconfirmation process across prior expectation and perceived performance of a product/service and its features are measured by satisfaction (Han & Hyun, 2017).

According to the study stated that when evaluating the actual experience of quality or performance after utilizing items or services, satisfaction is defined as the formation of expectations for the products or services prior to purchase (Lu, Berchoux, Marek, & Chen, 2015). The study of (Zapata-Aguirre, Moreno-Izquierdo, & Gabriel Brida, 2016) showed a similar concept of (Lu, Berchoux, Marek, & Chen, 2015) stated that the term "satisfaction" refers to an assessment of a product or service that results in a satisfactory level of fulfillment, whether it is low or high.

The satisfaction concept of (Azman Ismail, 2016) suggested that generally the concept of customers satisfaction can be defined as “a difference between customers' expectations and experience performance after using a service or product at a certain period” (Azman Ismail, 2016). Also, (Karyose & Astuti, 2017) supported a similar concept that satisfaction is the personal feeling toward the perceived performance by comparing the former expectation and perceived performance. The recent study also

stated that customer satisfaction is based on the product's performance, as well as the customer's perceptions and expectations (Abadi, Nursyamsi, & Syamsuddin, 2020).

In this study, customers' satisfaction refers to a comparison of a customer's past expectations and their actual experience with a product or service, and whether the experience met the expectation or not.

2.8 Loyalty Intention

One of the most challenging goals for organizations is not only getting new customers but also retain the current customers' base. The definition of loyalty can be described as a behavior of repeating purchases of a certain product or service (Lim Y. , 2013). The study of (Almohaimmeed, 2019) also agrees with the same concept of customers' loyalty that it is the customers' willingness and intention of repeating a purchase and referring a new customer.

Moreover, the study of (Lim Y. , 2013) also indicated that behavioral and attitudinal loyalty are the two dimensions of loyalty that can be classified. An act of repeating a purchase can be described as behavioral loyalty, while commitment refers to attitudinal loyalty.

Loyalty intention refers to the willingness of a customer to invest or to stay with the brand that takes good care of them and offers great values in long term, even if the best price is not offered (Akarapanich, 2006). Loyalty intention can be described as a part of the satisfaction, revisit or repurchase intention, and products/services/brands recommendation (Ekiz, 2012).

Nevertheless, some studies suggested that customers satisfaction has a significant impact on their intention to be loyal to a brand. (Park, Jun, & Park, 2017). Hence, customers' willingness to revisit or repurchase a product or service, as well as promote it to others, is referred to as loyalty intention in this study.

CHAPTER III

METHODOLOGY

3.1 Research Methodology

The purpose of this study is to examine the key variables: service quality, physical environment, hygiene/cleanliness, brand trust, and values have an influence on luxury hotel' customers satisfaction and lead to loyalty intention. This study will use the quantitative approach to do the data collection. Since this study is conducted during Covid-19 situation. The online surveys will be created by using 'google form' to gather information from 400 respondents. The questions will be provided in both Thai and English language.

3.1.1 Sampling

As the survey will be distributed online, so the respondents in this study should be a person who is able and willing to participate in doing the online questionnaire. Also, the respondents should be any person who lives in Thailand aging 20 years old and above, and previously booked and stayed, visited, or received services at luxury hotels during the Covid-19 situation or for the past 16 months since the first Covid-19 outbreak in Thailand.

3.1.2 Research Instrument

The survey is separated into 3 main sections. The first section is the screening questions consisted of 3 questions to ensure that the respondent is appropriate with this research, and help to eliminate respondents who have no experience with luxury hotels during Covid-19, and age under 20 years old. The screening question will also help the researcher to have the precise data relevant to the study to generate a better result of the analysis.

The second section is intended to study the respondents' level of agreement towards questions they were asked. The survey consists of 7 topics in accordance with

the independent and dependent variables which are service quality, physical environment, hygiene/cleanliness, brand trust, values, customers' satisfaction, and loyalty intention. The questions in each topic consisted of 6 questions with 1-5 scales of the answer (1 = strongly disagree, 2 = disagree, 3 = indifference, 4 = agree and 5 = strongly agree). The respondents should choose only 1 answer.

The third section is about the respondents' demographic information, such as gender, age, income, and occupation. This information enables the researcher to clarify which group of people get the most influenced by which variables that lead them to have satisfaction and loyalty intention.

3.2 Data Collection

Primary data will be collected from 400 respondents for further analysis. The online questionnaire should provide clear information and instruction. However, the contact information of the author will be provided to ensure that the respondents have a clear understanding of the information and questions of the questionnaire. Statistical Package Social Science (SPSS) will be used to analyze data.

CHAPTER IV FINDINGS

According to the survey, 400 samples were collected. The respondents are categorized into four categories based on their demographic factors as in the table below;

4.1 Demographic Factors of Respondents

4.1.1 Gender

Table 1: Frequency - Gender

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	316	79.0	79.0	79.0
	Male	84	21.0	21.0	100.0
Total		400	100.0	100.0	

In terms of gender, most of the respondents; 316 persons (79 percent), are female, and another 84 persons (21 percent) are male.

4.1.2 Age Range

Table 2: Frequency - Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30	167	41.8	41.8	41.8
	31-40	206	51.5	51.5	93.3
	41-50	27	6.8	6.8	100.0
Total		400	100.0	100.0	

Most of the respondents are in the range of 31 – 40 years old which are accounted for 51.5 percent or 206 persons. The rest of them are in the range of 20 – 30 years old, and 41-50 years old which are accounted for 167 persons (41.8 percent), and 27 persons (6.8 percent).

4.1.3 Occupation

Table 3: Frequency - Occupation

		Occupation			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Student	22	5.5	5.5	5.5
	Employee	282	70.5	70.5	76
	Businessowner	96	24.0	24.0	100.0
	Total	400	100.0	100.0	

For occupation, most of the respondents, 282 persons (70.5 percent) are employee. The other 96 respondents (24 percent) are businessowner. The rest are student, which are accounted for 22 persons (5.5 percent).

4.1.4 Income

Table 4: Frequency - Income

		Income			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Less Than 15,000 THB	9	2.3	2.3	2.3
	15,000-30,000 THB	64	16.0	16.0	18.3
	30,001-50,000 THB	150	37.5	37.5	55.8
	50,001-100,000 THB	106	26.5	26.5	82.3
	More Than 100,000 THB	71	17.8	17.8	100.0
	Total	400	100.0	100.0	

The monthly income of the respondents is varied. The majority of 150 respondents (37.5 percent) have a monthly income in the range of 30,001 – 50,000 THB, 106 respondents (26.5 percent) have 50,001 – 100,000 THB, 71 respondents (17.8 percent) earn more than 100,000 THB, 64 respondents (16 percent) have a monthly income in the range of 15,000 – 30,000 THB, and only 9 respondents (2.3 percent) have a monthly income in the range of less than 15,000 THB.

4.2 Service Quality

4.2.1 Descriptive Statistic & Reliability Test

Table 5: Service Quality – Descriptive Analysis

#	Service Quality	Mean	Std. Deviation
1.	The hotel's staffs provide a thorough service.	4.76	.520
2.	The hotel's staffs provide service with a professional manner.	4.84	.430
3.	I always get personalized service from the staff at this hotel.	4.51	.901
4.	The staffs at this hotel are willing to respond to my request.	4.79	.498
5.	The staffs in this hotel attentively provide service.	4.80	.507
6.	Whenever I think about this hotel, I appreciate its exceptional service quality.	4.71	.566
	Overall Service Quality	4.74	.459

Table 6: Service Quality – Reliability Test

Variables' Name	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Service Quality	.870	.897	6

There are six main attributes for service quality. The Likert scale of 1 – 5 was used to determine the respondents' level of agreement, of which 1 represents strongly disagree, and 5 represents strongly agree. The “The hotel's staffs provide service with a professional manner” is the output which represents the highest mean (mean = 4.84), followed by “The staffs in this hotel attentively provide service” (mean = 4.80), “The staffs at this hotel are willing to respond to my request” (mean = 4.79), “The hotel's staffs provide a thorough service” (mean = 4.76), “Whenever I think about this hotel, I appreciate its exceptional service quality” (mean = 4.71), and “I always get personalized service from the staff at this hotel” (mean = 4.51). So, the average mean of

the service quality variable is 4.74. Moreover, the reliability analysis result showed the Cronbach's Alpha value of .870, which means that the variable is reliable and consistent.

4.2.2 Differences between Groups

4.2.2.1 T-Test Analysis (differences between two groups)

There are differences between the variable and the respondents in different groups including gender, and occupation.

4.2.2.1.1 Gender

Table 7: Service Quality - Gender

Service Quality				
	Gender	N	Mean	Std. Deviation
The hotel's staffs provide service with a professional manner.	Female	316	4.87	.402
	Male	84	4.71	.505
The staffs at this hotel are willing to respond to my request.	Female	316	4.83	.446
	Male	84	4.63	.636
The staffs in this hotel attentively provide service.	Female	316	4.84	.446
	Male	84	4.64	.670
Whenever I think about this hotel, I appreciate its exceptional service quality.	Female	316	4.76	.532
	Male	84	4.52	.649

Table 8: Service Quality - Independent Sample T-Test

		Levene's Test for Equality of Variances	t-test for Equality of Means	
		Sig.	Sig. (2-tailed)	Mean Difference
The hotel's staffs provide service with a professional manner.	Equal variances assumed	.000	.002	.159
	Equal variances not assumed		.009	.159
The staffs at this hotel are willing to respond to my request.	Equal variances assumed	.000	.001	.198
	Equal variances not assumed		.008	.198
The staffs in this hotel attentively provide service.	Equal variances assumed	.000	.002	.196
	Equal variances not assumed		.013	.196
Whenever I think about this hotel, I appreciate its exceptional service quality.	Equal variances assumed	.000	.001	.239
	Equal variances not assumed		.002	.239

The result showed that sig. value is .000 (sig. < .05), which means that there is a difference between male and female respondents. Also, the mean of female respondents shown in the table represented the higher mean of female respondents (4.87, 4.83, 4.84, and 4.76) than the male. Therefore, this can be concluded as female

respondents tend to consider about service quality more than male respondents when selecting luxury hotels.

4.2.2.2 Anova Test (differences between two or more groups)

4.2.2.2.1 Occupation

Table 9: Service Quality – Occupation

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Occupation	(J) Occupation	Mean Difference (I-J)	Sig.
The hotel's staffs provide service with a professional manner.	Employee	Student	.355	.008
	Businessowner	Student	.365	.010
The staffs at this hotel are willing to respond to my request.	Employee	Student	.403	.009
The staffs in this hotel attentively provide service.	Employee	Student	.399	.013
Whenever I think about this hotel, I appreciate its exceptional service quality.	Employee	Student	.557	.001
	Businessowner	Student	.521	.004

*. The mean different is significant at the 0.05 level

In terms of occupation, the respondents who are employees and businessowners tend to consider about service quality more than the respondents who are students when selecting luxury hotels during Covid-19.

4.3 Physical Environment

4.3.1 Descriptive Statistic & Reliability Test

Table 10: Physical Environment - Descriptive Analysis

#	Physical Environment	Std.	
		Mean	Deviation
1	The hotel lighting is appropriate, not too dark and not too bright.	3.90	.942
2	The hotel temperature is comfortable, not too cold and not too hot.	4.08	.886
3	The hotel provides great choices of amenities and modern facilities.	4.22	.945
4	The hotel architecture is impressive (building, layout, design).	4.16	1.024
5	The colors of the wall and floor are complementary and coordinating.	3.73	1.128
6	The hotel provides spacious room with impressive design and decoration.	4.43	.705
	Overall Physical Environment	4.09	.737

Table 11: Physical Environment - Reliability Test

Variables' Name	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Physical Environment	.835	.857	6

The physical environment also has six attributes, and the Likert scale of 1 – 5 was also used to determine the respondents' level of agreement (1 represents strongly disagree, and 5 represents strongly agree). The element that represents the highest mean is “The hotel provides spacious room with impressive design and decoration” (mean = 4.43), followed by “The hotel provides great choices of amenities and modern facilities” (mean = 4.22), “The hotel architecture is impressive (building, layout, design)” (mean = 4.16), “The hotel temperature is comfortable, not too cold and not too hot” (mean = 4.08), “The hotel lighting is appropriate, not too dark and not too bright” (mean = 3.90), and “The colors of the wall and floor are complementary and coordinating” (mean = 3.73). Also, the average mean of the physical environment is 4.09. Nonetheless, the reliability analysis also presented the Cronbach's Alpha value of .835, which represented that the variable is reliable and consistent.

4.3.2 Differences between Groups

4.3.2.1 T-Test Analysis (differences between two groups)

The result showed that the variable and the respondents have significant differences in terms of the respondents' gender, age, and income.

4.3.2.1.1 Gender

Table 12: Physical Environment – Gender

Physical Environment				
	Gender	N	Mean	Std. Deviation
The hotel lighting is appropriate, not too dark and not too bright.	Female	316	3.78	.928
	Male	84	4.39	.836
The hotel temperature is comfortable, not too cold and not too hot.	Female	316	4.00	.903
	Male	84	4.39	.745
The colors of the wall and floor are complementary and coordinating.	Female	316	3.57	1.129
	Male	84	4.33	.896

Table 13: Physical Environment – Independent Sample T Test

		Independent Samples Test		
		Levene's Test for Equality of Variances	t-test for Equality of Means	
		Sig.	Sig. (2-tailed)	Mean Difference
The hotel lighting is appropriate, not too dark and not too bright.	Equal variances assumed	.314	.000	-.618
	Equal variances not assumed		.000	-.618
The hotel temperature is comfortable, not too cold and not too hot.	Equal variances assumed	.731	.000	-.396
	Equal variances not assumed		.000	-.396
The colors of the wall and floor are complementary and coordinating.	Equal variances assumed	.001	.000	-.767
	Equal variances not assumed		.000	-.767

For physical environment, male respondents tend to have a higher mean than female respondents as follows; the first two elements have an equal mean of 4.39 which are “The hotel lighting is appropriate, not too dark and not too bright” and “The hotel temperature is comfortable, not too cold and not too hot”, followed by “The colors of the wall and floor are complementary and coordinating” (mean = 4.33). Consequently, this can be concluded as male respondents tend to consider about the physical environment more than female respondents.

4.3.2.2 Anova Test (differences between two or more groups)

4.3.2.2.1 Age

Table 14: Physical Environment - Age

Multiple Comparisons				
Bonferroni				
Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Sig.
The colors of the wall and floor are complementary and coordinating.	20-30	31-40	.294*	.036

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

The respondents who are 20 - 30 years old tend to consider about the hotel's physical environment in terms of “the colors of the wall and floor are complementary and coordinating” more than respondents who are 31 – 40 years old (Sig. = 0.036).

4.3.2.2.2 Income

Table 15: Physical Environment - Income

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Income	(J) Income	Mean Difference (I-J)	Sig.
The colors of the wall and floor are complementary and coordinating.	15,000-30,000 THB	Less Than 15,000 THB	-.384	1.000
		30,001-50,000 THB	.539 [*]	.012
		50,001-100,000 THB	.549 [*]	.019
		More Than 100,000 THB	.594 [*]	.020

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

In terms of income, the result showed that the respondents whose monthly income are 15,000 – 30,000 THB tend to consider about the physical environment in terms of “the colors of the wall and floor are complementary and coordinating” more than those group of people whose income are 30,001 – 50,000 THB (Sig. = 0.012), 50,000 – 100,000 THB (Sig. = 0.019), and more than 100,000 THB (Sig. = 0.020).

4.4 Hygiene/Cleanliness

4.4.1 Descriptive Statistic & Reliability Test

Table 16: Hygiene/Cleanliness - Descriptive Analysis

#	Hygiene Cleanliness	Mean	Std. Deviation
1	This hotel provides clean in-room facilities (i.e., desks, chairs, sofas, beds, mirrors, and closets).	4.83	.422
2	This hotel provides clean hotel's amenities and facilities in all public area.	4.77	.536
3	This hotel provides clean restaurant facilities (i.e., tables and chairs) using disinfectants.	4.77	.509
4	This hotel provides clean environment and implement social distancing measure in all area.	4.74	.582
5	The hotel staff wear masks at all times while on duty.	4.88	.396
6	The hotel staff wear gloves at all times while on duty.	4.55	.863
	Overall Hygiene/Cleanliness	4.76	.424

Table 17: Hygiene/Cleanliness - Reliability Test

Variables' Name	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Hygiene/Cleanliness	.835	.857	6

There are six attributes for hygiene/cleanliness. The Likert scale of 1 – 5 was used to determine the respondents' level of agreement. The element that showed the highest mean is “The hotel staff wear mask at all times while on duty” (mean = 4.88), followed by “This hotel provides clean in room facilities i.e. desks, chairs, sofas, beds, mirrors, and closets” (mean = 4.83), there are two elements that have the same mean of 4.77 which are “This hotel provides clean hotel’s amenities and facilities in all public area” and “This hotel provides clean restaurant facilities (i.e. tables and chairs) using disinfectants”, then “This hotel provides clean environment and implement social distancing measure in all area” (mean = 4.74), and “The hotel staff wear gloves at all times while on duty” (mean = 4.55). The average mean of hygiene/cleanliness is 4.76. Also, the reliability analysis represented the Cronbach's Alpha result of .835 (higher than 0.6), so the variable is reliable and consistent.

4.4.2 Differences between Groups

4.4.2.1 T-Test Analysis (differences between two groups)

There are differences between the variable and the respondents in different groups including gender, age, and occupation.

4.4.2.1.1 Gender

Table 18: Hygiene/Cleanliness - Gender

Hygiene/Cleanliness			
	Gender	Mean	Std. Deviation
This hotel provides clean in-room facilities (i.e., desks, chairs, sofas, beds, mirrors, and closets).	Female	4.89	.347
	Male	4.64	.594
This hotel provides clean hotel's amenities and facilities in all public area.	Female	4.82	.478
	Male	4.57	.682
This hotel provides clean restaurant facilities (i.e., tables and chairs) using disinfectants.	Female	4.82	.469
	Male	4.58	.605
This hotel provides clean environment and implement social distancing measure in all area.	Female	4.81	.508
	Male	4.49	.752
The hotel staff wear masks at all times while on duty.	Female	4.91	.354
	Male	4.79	.517
The hotel staff wear gloves at all times while on duty.	Female	4.64	.795
	Male	4.21	1.019

Table 19: Hygiene/Cleanliness - Independent Sample T-Test

		Independent Samples Test		
		Levene's Test for Equality of Variances	t-test for Equality of Means	
		Sig.	Sig. (2-tailed)	Mean Difference
This hotel provides clean in-room facilities (i.e., desks, chairs, sofas, beds, mirrors, and closets).	Equal variances assumed	.000	.000	.243
	Equal variances not assumed		.001	.243
This hotel provides clean hotel's amenities and facilities in all public area.	Equal variances assumed	.000	.000	.251
	Equal variances not assumed		.002	.251
This hotel provides clean restaurant facilities (i.e., tables and chairs) using disinfectants.	Equal variances assumed	.000	.000	.233
	Equal variances not assumed		.001	.233
This hotel provides clean environment and implement social distancing measure in all area.	Equal variances assumed	.000	.000	.319
	Equal variances not assumed		.000	.319
The hotel staff wear masks at all times while on duty.	Equal variances assumed	.000	.010	.126
	Equal variances not assumed		.038	.126
The hotel staff wear gloves at all times while on duty.	Equal variances assumed	.000	.000	.422
	Equal variances not assumed		.001	.422

For gender, the result showed that sig. = .000 (sig. < .05) which means that there is a significant difference between male and female respondents on all elements of hygiene/cleanliness. Moreover, it also showed that female respondents have a higher mean (4.89, 4.82, 4.82, 4.81, 4.91, and 4.64) than male respondents. Therefore, this can be concluded as female respondents tend to consider about hygiene/cleanliness more than male respondents.

4.4.2.2 Anova Test (differences between two or more groups)

4.4.2.2.1 Age

Table 20: Hygiene/Cleanliness – Age

Multiple Comparisons				
Bonferroni				
Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Sig.
The hotel staff wear gloves at all times while on duty.	41-50	20-30	.434*	.046
		31-40	.311	.231

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

In terms of age, the respondents who are 41 - 50 years old tend to consider about hygiene/cleanliness in terms of “the hotel staff wear gloves at all times while on duty” more than the respondents who are 20 – 30 years old (Sig. = .046).

4.4.2.2.2 Occupation

Table 21: Hygiene/Cleanliness - Occupation

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Occupation	(J) Occupation	Mean Difference (I-J)	Sig.
This hotel provides clean in-room facilities (i.e., desks, chairs, sofas, beds, mirrors, and closets).	Employee	Student	.324 [*]	.015
		Businessowner	.137 [*]	.033
This hotel provides clean hotel's amenities and facilities in all public area.	Employee	Student	.385 [*]	.030
This hotel provides clean environment and implement social distancing measure in all area.	Employee	Student	.503 [*]	.004
		Businessowner	.232 [*]	.004
The hotel staff wear masks at all times while on duty.	Employee	Student	.338 [*]	.005
	Businessowner	Student	.323 [*]	.015

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

For the occupation, generally, the respondents who are employees tend to consider about hygiene/cleanliness more than the respondents who are students and businessowners. However, the respondents who are employees (sig. = .005) and businessowners (sig. = .015) tend to consider about hygiene/cleanliness in terms of “the hotel’s staff wear masks at all times while on duty” more than the respondents who are students.

4.5 Brand Trust

4.5.1 Descriptive Statistic & Reliability Test

Table 22: Brand Trust – Descriptive Analysis

#	Brand Trust	Mean	Std. Deviation
1	This hotel's brand always meets my expectations.	4.73	.563
2	The hotel has high reputation.	4.77	.522
3	I feel that a hotel carrying the same brand guarantees satisfaction.	4.68	.630
4	I feel confident with this hotel brand.	4.76	.525
5	I trusted the hotel and its staff.	4.73	.559
6	I feel safe staying/receiving service at this hotel.	4.78	.501
	Overall Brand Trust	4.74	.470

Table 23: Brand Trust - Reliability Test

Variables' Name	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Brand Trust	.926	.927	6

There are six elements for brand trust. The result showed the Cronbach's Alpha value of .926, which represented the variable's reliability and consistency. The Likert scale level of agreement of 1 -5 was used to determine the level of agreement of the respondents (1 represents strongly disagree, and 5 represents strongly agree). The element that has the highest mean is "I feel safe staying/receiving service at this hotel" (mean = 4.78), followed by "I feel confident with this hotel brand" (mean = 4.77), "I feel confident with this hotel brand" (mean = 4.76), two elements that have an equal mean of 4.73 which are "This hotel's brand always meets my expectations" and "I trusted the hotel and its staff", and "I feel that a hotel carrying the same brand guarantees satisfaction" (mean = 4.68). The average mean of the brand trust variable is 4.74.

4.5.2 Differences between Groups

4.5.2.1 T-Test Analysis (differences between two groups)

For brand trust, there are significant differences among the respondents group including gender, and occupation.

4.5.2.1.1 Gender

Table 24: Brand Trust – Gender

Group Statistics			
	Gender	Mean	Std. Deviation
This hotel's brand always meets my expectations.	Female	4.79	.531
	Male	4.52	.630
The hotel has high reputation.	Female	4.85	.424
	Male	4.48	.719
I feel that a hotel carrying the same brand guarantees satisfaction.	Female	4.77	.529
	Male	4.37	.847
I feel confident with this hotel brand.	Female	4.82	.467
	Male	4.51	.649
I trusted the hotel and its staff.	Female	4.79	.505
	Male	4.50	.685
I feel safe staying/receiving service at this hotel.	Female	4.83	.430
	Male	4.60	.679

Table 25: Brand Trust - Independent Sample T Test

Independent Samples Test				
		Levene's Test for Equality of Variances	t-test for Equality of Means	
		Sig.	Sig. (2-tailed)	Mean Difference
This hotel's brand always meets my expectations.	Equal variances assumed	.000	.000	.264
	Equal variances not assumed		.001	.264
The hotel has high reputation.	Equal variances assumed	.000	.000	.372
	Equal variances not assumed		.000	.372
I feel that a hotel carrying the same brand guarantees satisfaction.	Equal variances assumed	.000	.000	.400
	Equal variances not assumed		.000	.400
I feel confident with this hotel brand.	Equal variances assumed	.000	.000	.308
	Equal variances not assumed		.000	.308
I trusted the hotel and its staff.	Equal variances assumed	.000	.000	.291
	Equal variances not assumed		.000	.291
I feel safe staying/receiving service at this hotel.	Equal variances assumed	.000	.000	.237
	Equal variances not assumed		.003	.237

In terms of gender, the significant were found on all elements (sig. < 0.05). The mean of each attribute of male respondents (4.52, 4.48, 4.37, 4.51, 4.50, 4.60) is lesser than female respondents. Therefore, when selecting luxury hotels, male tend to consider about brand trust lesser than female.

4.5.2.2 Anova Test (differences between two or more groups)

4.5.2.2.1 Occupation

Table 26: Brand Trust - Occupation

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Occupation	(J) Occupation	Mean Difference (I-J)	Sig.
The hotel has high reputation	Employee	Student	.430 [*]	.008
I feel that a hotel carrying the same brand guarantees satisfaction.	Employee	Student	.645 [*]	.000
		Businessowner	.228 [*]	.011
I trusted the hotel and its staff.	Employee	Student	.416 [*]	.021

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

For occupation, the significant differences are found on “The hotel has high reputation”, “I feel that a hotel carrying the same brand guarantees satisfaction”, and “I trusted the hotel and its staff” Moreover, the result also showed that in terms of “The hotel has high reputation” and “I trusted the hotel and its staff”, the respondents who are employees tend to consider about brand trust more than the respondents who are students (sig. =.008, and sig. = .021). However, in terms of “I feel that a hotel carrying the same brand guarantees satisfaction” represented that the respondents who are employees tend to consider about brand trust more than the respondents who are students (sig. = .000) and businessowners (sig. = .011).

4.6 Values

4.6.1 Descriptive Statistic & Reliability Test

Table 27: Values – Descriptive Analysis

#	Values	Mean	Std. Deviation
1	I choose this hotel because I would like to have fun and enjoyment.	4.62	.650
2	I choose this hotel because I would like to reward myself.	4.65	.661
3	I choose this hotel because I would like to be self-fulfilled.	4.51	.708
4	I choose this hotel because I would like to have more exciting experience in life.	4.04	.937
5	I choose this hotel because I would like to have the feeling of being more differentiated from others.	2.46	1.602
6	I choose this hotel because I would like to have more social recognition.	2.22	1.607
	Overall Values	3.75	.678

Table 28: Values - Reliability Test

Variables' Name	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Values	.665	.682	6

There are six elements for values. The Likert scale level of agreement of 1 -5 was used to determine the level of agreement of the respondents (1 represents strongly disagree, and 5 represents strongly agree). The attribute which represented the highest mean is “I choose this hotel because I would like to reward myself” (mean = 4.65), followed by “I choose this hotel because I would like to have fun and enjoyment” (mean = 4.62), “I choose this hotel because I would like to be self-fulfilled” (mean = 4.51), “I choose this hotel because I would like to have more exciting experience in life” (mean = 4.04), “I choose this hotel because I would like to have the feeling of being more differentiated from others” (mean = 2.46), and “I choose this hotel because I would like to have more social recognition” (mean = 2.22). The table also showed the Cronbach’s Alpha value of .665. The value is higher than 0.6, which means that the variable is usable for reliability and consistency.

4.6.2 Differences between Groups

4.6.2.1 T-Test Analysis (differences between two groups)

In terms of values, there are significant differences among the respondents group including gender, income, and occupation.

4.6.2.1.1 Gender

Table 29: Values – Gender

	Gender	Mean	Std. Deviation
I choose this hotel because I would like to have fun and enjoyment.	Female	4.67	.573
	Male	4.40	.852
I choose this hotel because I would like to reward myself.	Female	4.73	.548
	Male	4.38	.930
I choose this hotel because I would like to have the feeling of being more differentiated from others.	Female	2.12	1.500
	Male	3.76	1.276

Table 30: Values - Independent Sample T Test

		Independent Samples Test		
		Levene's Test for Equality of Variances	t-test for Equality of Means	
		Sig.	Sig. (2-tailed)	Mean Difference
I choose this hotel because I would like to have fun and enjoyment.	Equal variances assumed	.000	.001	.269
	Equal variances not assumed		.007	.269
I choose this hotel because I would like to reward myself.	Equal variances assumed	.000	.000	.347
	Equal variances not assumed		.001	.347
I choose this hotel because I would like to have the feeling of being more differentiated from others.	Equal variances assumed	.007	.000	-1.645
	Equal variances not assumed		.000	-1.645

There are significant differences on three elements for gender. Female respondents tend to consider about values in terms of “I choose this hotel because I would like to have fun and enjoyment” (mean = 4.67), and “I choose this hotel because I would like to reward myself” (mean = 4.73) more than male respondents. However, male respondents tend to consider about values in terms of “I choose this hotel because I would like to have the feeling of being more differentiated from others” (mean = 3.76) than female respondents.

4.6.2.2 Anova Test (differences between two or more groups)

4.6.2.2.1 Income

Table 31: Values – Income

Multiple Comparisons				
Dependent Variable	(I) Income	(J) Income	Mean Difference (I-J)	Sig.
I choose this hotel because I would like to have the feeling of being more differentiated from others.	Less Than 15,000 THB	30,001-50,000 THB	1.753*	.013
		50,001-100,000 THB	1.613*	.034
I choose this hotel because I would like to have more social recognition.	Less Than 15,000 THB	30,001-50,000 THB	1.916*	.005
		50,001-100,000 THB	1.700*	.021
		More Than 100,000 THB	1.692*	.026

Bonferroni

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

For income, the respondents whose income are lesser than 15,000 THB tend to consider about values in terms of “I choose this hotel because I would like to have the feeling of being more differentiated from others” more than the respondents whose income are 30,001 – 50,000 THB (Sig. = 0.013) and 50,001 – 100,000 THB (Sig. = 0.034). Nevertheless, the respondents whose income are lesser than 15,000 THB also tend to consider about values in terms of “I choose this hotel because I would like to have more social recognition” more than those whose income is 30,001 – 50,000 THB (Sig. = 0.005), 50,001 – 100,000 THB (Sig. = 0.021), and more than 100,000 THB (Sig. = 0.026).

4.6.2.2.2 Occupation

Table 32: Values - Occupation

Multiple Comparisons

Bonferroni

Dependent Variable	(I) Occupation	(J) Occupation	Mean Difference (I-J)	Sig.
I choose this hotel because I would like to reward myself.	Employee	Student	.779 [*]	.000
	Businessowner	Student	.667 [*]	.001
I choose this hotel because I would like to be self-fulfilled.	Employee	Student	.504 [*]	.032
	Businessowner	Student	.635 [*]	.005
I choose this hotel because I would like to have more social recognition.	Student	Employee	1.197 [*]	.020

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

In terms of occupation, the respondents who are employees and businessowners tend to consider about values in terms of self-rewarding and self-fulfillment more than the respondents who are students. On the other hand, the respondents who are students tend to consider about the values in terms of social recognition by staying or visiting the hotel more than the respondents who are employees and businessowners.

4.7 Customers Satisfaction

4.7.1 Descriptive Statistic & Reliability Test

Table 33: Customers Satisfaction - Descriptive Analysis

#	Customers Satisfaction	Mean	Std. Deviation
1	I am satisfied with the hotel's staff.	4.76	.520
2	I am satisfied with the hotel's service quality.	4.78	.509
3	I am satisfied with the hotel hygiene/cleanliness procedures for both hotel staff, service procedures and facilities.	4.80	.475
4	I am satisfied with my decision to visit this hotel.	4.80	.498
5	I think I did the right thing when I chose to stay in/receive a service at this hotel.	4.81	.498
6	I feel that my experience with this hotel has been enjoyable.	4.74	.570
	Overall Customers Satisfaction	4.78	.436

Table 34: Customers Satisfaction - Reliability Test

Variables' Name	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Customers Satisfaction	.924	.925	6

Customers' satisfaction variable also consists of six components. The result showed the Cronbach's Alpha of .924, which represented that the variable is reliable and consistent. The Likert scale level of agreement of 1 -5 was used to determine the level of agreement of the respondents (1 represents strongly disagree, and 5 represents strongly agree). The component with the highest mean is "I think I did the right thing when I chose to stay in/receive a service at this hotel" (mean = 4.81), followed by two components presented with an equal mean of 4.80 which are "I am satisfied with the hotel hygiene/cleanliness", "I am satisfied with my decision to visit this hotel", "I am satisfied with the hotel's service quality" (mean = 4.78), "I am satisfied with the hotel's staff" (mean = 4.76), and "I feel that my experience with this hotel has been enjoyable" (mean = 4.74). the result also presented the overall customers' satisfaction mean of 4.78.

4.7.2 Differences between Groups

4.7.2.1 T-Test Analysis (differences between two groups)

In terms of customers' satisfaction, there are significant differences among the respondents group including gender, and occupation.

4.7.2.1.1 Gender

Table 35: Customers Satisfaction - Gender

	Gender	Mean	Std. Deviation
I am satisfied with the hotel's staff.	Female	4.80	.493
	Male	4.58	.585
I am satisfied with the hotel's service quality.	Female	4.83	.469
	Male	4.63	.617
I am satisfied with the hotel hygiene/cleanliness procedures for both hotel staff, service procedures and facilities.	Female	4.85	.417
	Male	4.62	.619
I am satisfied with my decision to visit this hotel.	Female	4.85	.439
	Male	4.64	.652
I think I did the right thing when I chose to stay in/receive a service at this hotel.	Female	4.84	.481
	Male	4.68	.541
I feel that my experience with this hotel has been enjoyable.	Female	4.78	.534
	Male	4.57	.664

Table 36: Customers Satisfaction - Independent T Test

Independent Samples Test				
		Levene's Test for Equality of Variances	t-test for Equality of Means	
		Sig.	Sig. (2-tailed)	Mean Difference
I am satisfied with the hotel's staff.	Equal variances assumed	.000	.001	.217
	Equal variances not assumed		.002	.217
I am satisfied with the hotel's service quality.	Equal variances assumed	.000	.002	.195
	Equal variances not assumed		.008	.195
I am satisfied with the hotel hygiene/cleanliness procedures for both hotel staff, service procedures and facilities.	Equal variances assumed	.000	.000	.229
	Equal variances not assumed		.002	.229
I am satisfied with my decision to visit this hotel.	Equal variances assumed	.000	.001	.205
	Equal variances not assumed		.008	.205
I think I did the right thing when I chose to stay in/receive a service at this hotel.	Equal variances assumed	.000	.009	.160
	Equal variances not assumed		.015	.160
I feel that my experience with this hotel has been enjoyable.	Equal variances assumed	.000	.003	.210
	Equal variances not assumed		.008	.210

There are differences on all elements of the customers' satisfaction variable. The result showed that sig. = 0.00. Also, the male respondents have a lower mean than female respondents as shown in the above table accordingly 4.58, 4.63, 4.62, 4.64, 4.68, 4.57. The result showed that male respondents tend to have lower customers satisfaction than female respondents.

4.7.2.2 Anova Test (differences between two or more groups)

4.7.2.2.1 Occupation

Table 37: Customers Satisfaction - Occupation

Multiple Comparisons				
Bonferroni				
Dependent Variable	(I) Occupation	(J) Occupation	Mean Difference (I-J)	Sig.
I am satisfied with the hotel's staff.	Employee	Student	.621*	.000
	Businessowner	Student	.510*	.001
I am satisfied with the hotel's service quality.	Employee	Student	.444*	.004
	Businessowner	Student	.385*	.029
I am satisfied with my decision to visit this hotel.	Employee	Student	.465*	.002
	Businessowner	Student	.396*	.018
I feel that my experience with this hotel has been enjoyable.	Employee	Student	.600*	.000
	Businessowner	Student	.510*	.005

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

For occupation, the differences were found on four elements which are “I am satisfied with the hotel’s staff”, “I am satisfied with the hotel’s service quality”, “I am satisfied with my decision to visit this hotel”, and “I feel that my experience with this hotel has been enjoyable.” The result represented that the respondents who are employees and businessowners tend to have customers’ satisfaction more than those who are students.

4.8 Loyalty Intention

4.8.1 Descriptive Statistic & Reliability Test

Table 38: Loyalty Intention - Descriptive Analysis

#	Loyalty Intention	Mean	Std. Deviation
1	I will say positive things about this hotel to other people.	4.77	.495
2	I will recommend this hotel to those who seek my advice.	4.78	.517
3	I will consider this hotel as the first choice.	4.57	.772
4	I will continue visiting this hotel in the future.	4.66	.671
5	I am willing to maintain my relationship with this hotel brand.	4.65	.710
6	I am a loyal customer of this hotel brand.	4.45	.948
	Overall Loyalty Intention	4.65	.595

Table 39: Loyalty Intention - Reliability Test

Variables' Name	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Loyalty Intention	.921	.923	6

There are six elements of loyalty intention. The reliability analysis represented the Cronbach's Alpha result of .921 (higher than 0.6), so it represented that the variable is reliable and consistent. The Likert scale level of agreement of 1 -5 was used to determine the level of agreement of the respondents (1 represents strongly disagree, and 5 represents strongly agree). The element that presented the highest mean is “I will recommend this hotel to those who seek my advice” (mean = 4.78), followed by “I will say positive things about this hotel to other people” (mean = 4.77), “I will continue visiting this hotel in the future” (mean = 4.66), “I am willing to maintain my

relationship with this hotel brand” (mean = 4.65), “I will consider this hotel as the first choice” (mean = 4.57), and “I am a loyal customer of this hotel brand” (mean = 4.45). At the end of descriptive analysis table presented the overall customers’ satisfaction mean of 4.78.

4.8.2 Differences between Groups

4.8.2.1 T-Test Analysis (differences between two groups)

For loyalty intention, there are significant differences among the respondents group including gender, age and occupation.

4.8.2.1.1 Gender

Table 40: Loyalty Intention – Gender

	Gender	Mean	Std. Deviation
I will say positive things about this hotel to other people.	Female	4.81	.476
	Male	4.61	.538
I will recommend this hotel to those who seek my advice.	Female	4.83	.476
	Male	4.61	.621
I will consider this hotel as the first choice.	Female	4.67	.694
	Male	4.20	.929
I will continue visiting this hotel in the future. .	Female	4.73	.607
	Male	4.40	.823
I am willing to maintain my relationship with this hotel brand.	Female	4.73	.649
	Male	4.36	.845
I am a loyal customer of this hotel brand.	Female	4.55	.891
	Male	4.06	1.057

Table 41: Loyalty Intention – Independent Sample T Test

		Levene's Test for Equality of Variances	t-test for Equality of Means	
		Sig.	Sig. (2-tailed)	Mean Difference
I will say positive things about this hotel to other people.	Equal variances assumed	.000	.001	.200
	Equal variances not assumed		.002	.200
I will recommend this hotel to those who seek my advice.	Equal variances assumed	.000	.001	.219
	Equal variances not assumed		.003	.219
I will consider this hotel as the first choice.	Equal variances assumed	.000	.000	.469
	Equal variances not assumed		.000	.469
I will continue visiting this hotel in the future. .	Equal variances assumed	.000	.000	.326
	Equal variances not assumed		.001	.326
I am willing to maintain my relationship with this hotel brand.	Equal variances assumed	.000	.000	.371
	Equal variances not assumed		.000	.371
I am a loyal customer of this hotel brand.	Equal variances assumed	.014	.000	.491
	Equal variances not assumed		.000	.491

In terms of gender, significant differences were found on all components of the loyalty intention variable with the value of sig. = 0.00 (sig. < 0.05). It implied that there are significant differences among respondents' gender and the level of their agreement toward each component of loyalty intention. Male respondents represented the a lower mean than female respondents as shown in the above table (4.61, 4.61, 4.20, 4.40, 4.36, 4.06). Therefore, male respondents tend to have lower loyalty intention than female respondents.

4.8.2.2 Anova Test (differences between two or more groups)

4.8.2.2.1 Age

Table 42: Loyalty Intention – Age

Multiple Comparisons				
Bonferroni				
Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	Sig.
I will consider this hotel as the first choice.	41-50	20-30	.410*	.031

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

For age, the result showed that there are differences among the respondents' age group and their opinion toward loyalty intention. The respondents who are 41 - 50 years old tend to have more loyalty intention in terms of the intention to consider the hotel as their first choice than the respondents who are 20 – 30 years old (Sig. = .031).

4.8.2.2.3 Occupation

Table 43: Loyalty Intention - Occupation

Multiple Comparisons				
Bonferroni				
Dependent Variable	(I) Occupation	(J) Occupation	Mean Difference (I-J)	Sig.
I will say positive things about this hotel to other people.	Employee	Student	.566 [†]	.000
	Businessowner	Student	.469 [†]	.002
I will recommend this hotel to those who seek my advice.	Employee	Student	.451 [†]	.004
I will consider this hotel as the first choice.	Employee	Student	.742 [†]	.001
	Businessowner	Student	.698 [†]	.004
I will continue visiting this hotel in the future..	Employee	Student	.998 [†]	.000
	Businessowner	Student	.833 [†]	.000
I am willing to maintain my relationship with this hotel brand.	Employee	Student	.900 [†]	.000
	Businessowner	Student	.802 [†]	.000
I am a loyal customer of this hotel brand.	Employee	Student	.827 [†]	.004
	Businessowner	Student	.729 [†]	.024

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

The significant differences were found on all elements for occupation. The respondents who are employees and businessowners tend to have more loyalty intention than the respondents who are students.

4.9 Correlations Analysis

Table 44: Correlations Analysis

		Correlations						
		Service_Quality	Physical_Environment	Hygiene_Cleanliness	Brand_Trust	Values	Customers_Satisfaction	Loyalty_Intention
Service_Quality	Pearson Correlation	1	-.009	.687**	.754**	.001	.735**	.736**
	Sig. (2-tailed)		.858	.000	.000	.989	.000	.000
	N	400	400	400	400	400	400	400
Physical_Environment	Pearson Correlation	-.009	1	-.009	.057	.442**	.065	-.023
	Sig. (2-tailed)	.858		.863	.257	.000	.196	.641
	N	400	400	400	400	400	400	400
Hygiene_Cleanliness	Pearson Correlation	.687**	-.009	1	.752**	-.029	.715**	.688**
	Sig. (2-tailed)	.000	.863		.000	.560	.000	.000
	N	400	400	400	400	400	400	400
Brand_Trust	Pearson Correlation	.754**	.057	.752**	1	.000	.781**	.783**
	Sig. (2-tailed)	.000	.257	.000		.998	.000	.000
	N	400	400	400	400	400	400	400
Values	Pearson Correlation	.001	.442**	-.029	.000	1	.055	.066
	Sig. (2-tailed)	.989	.000	.560	.998		.276	.190
	N	400	400	400	400	400	400	400
Customers_Satisfaction	Pearson Correlation	.735**	.065	.715**	.781**	.055	1	.802**
	Sig. (2-tailed)	.000	.196	.000	.000	.276		.000
	N	400	400	400	400	400	400	400
Loyalty_Intention	Pearson Correlation	.736**	-.023	.688**	.783**	.066	.802**	1
	Sig. (2-tailed)	.000	.641	.000	.000	.190	.000	
	N	400	400	400	400	400	400	400

** .Correlation is significant at the 0.01 level (2-tailed).

Correlation analysis is used to understand the relationship among many variables including service quality, physical environment, hygiene/cleanliness, brand trust, values, customers' satisfaction, and loyalty intention of the luxury hotel customers' when selecting luxury hotels during Covid-19.

According to the Correlations analysis, the result showed that all variables have a significant relationship to each other's (Sig. (2 tailed) < 0.05), except the physical environment (Sig. (2 tailed) = 0.858) and values (Sig. (2 tailed) = 0.989) which show that there is no relationship.

4.10 Regression Analysis

Table 45: Regression – Customers' Satisfaction

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.887	5	10.377	169.972	.000 ^a
	Residual	24.055	394	.061		
	Total	75.943	399			

a. Predictors: (Constant), Values, Brand_Trust, Physical_Environment, Hygiene_Cleanliness,

Service_Quality

b. Dependent Variable: Customers_Satisfaction

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.486	.168		2.896	.004
	Service_Quality	.266	.043	.280	6.231	.000
	Physical_Environment	.015	.019	.025	.786	.432
	Hygiene_Cleanliness	.235	.046	.228	5.083	.000
	Brand_Trust	.368	.046	.397	7.965	.000
	Values	.031	.020	.048	1.518	.130

a. Dependent Variable: Customers_Satisfaction

Firstly, the result showed that service quality, hygiene/cleanliness, and brand trust have a significant effect on customers' satisfaction (Sig. < 0.05). While, physical environment (Sig. = .432) and values (Sig. = .130) have no significant effect. In addition, brand trust is the variable that has the strongest effect on the customers' satisfaction (Beta = .397), followed by service quality (Beta = .280), and hygiene/cleanliness (Beta = .228).

Table 46: Regression – Loyalty Intention

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802 ^a	.643	.642	.35562

a. Predictors: (Constant), Customers_Satisfaction

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	90.694	1	90.694	717.141	.000 ^a
	Residual	50.334	398	.126		
	Total	141.028	399			

a. Predictors: (Constant), Customers_Satisfaction

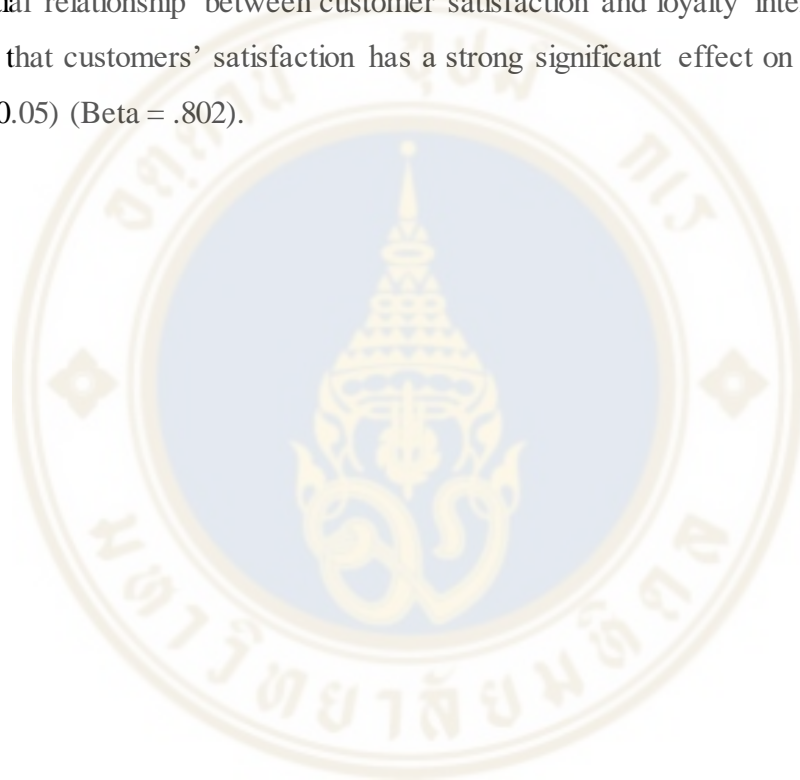
b. Dependent Variable: Loyalty_Intention

Table 47: Regression – Loyalty Intention (cont.)

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.579	.196		-2.954	.003
	Customers_Satisfaction	1.093	.041	.802	26.779	.000

a. Dependent Variable: Loyalty_Intention

Secondly, another set of independent and dependent variables revealed a substantial relationship between customer satisfaction and loyalty intention. The result showed that customers' satisfaction has a strong significant effect on loyalty intention (Sig. < 0.05) (Beta = .802).



CHAPTER V

DISCUSSION

5.1 Relationship

5.1.1 Service Quality

The findings revealed that the quality of service has a substantial impact on customer satisfaction. Particularly, when there is a higher degree of service quality, there is also a higher level of client satisfaction. The previous study (Murrar , Batra, & Rodger, 2021) verified the finding that customer satisfaction is influenced by service quality in a positive and significant way. Moreover, the result of this study is corresponded with the past research (Lin, Luo, Cai, Ma, & Ke, 2016) that the quality of service has a positive impact on client satisfaction. In addition, previous findings (Wong, Rasoolimanesh, & Sharif, 2020) also showed the correlated result of a positive relationship between service quality and customers' satisfaction.

5.1.2 Physical Environment

According to the research, the physical environment showed a great influence on customers' satisfaction, and an indirect impact on loyalty (Bagyalakshmi & Nusrah, 2020). While the result of this research suggested that there is no relationship between the physical environment component and customers' satisfaction component. Another past study (Han, Moon, & Hyun, 2019) also reflected the supportive result as (Bagyalakshmi & Nusrah, 2020), which suggested that the physical environment both in-door and out-door positively impact customers' satisfaction. On the other hand, the result from (Choi, 2014) suggested a partially support that the hotels' room design and social component present a significant impact while public area design and the atmosphere does not have impact to hotels' customer satisfaction.

5.1.3 Hygiene/Cleanliness

The result showed that hygiene/cleanliness positively influences customers' satisfaction. The finding is in line with the earlier research, that the state of cleanliness has a considerable impact on consumer satisfaction. Moreover, the result was also confirmed by a previous study (Yu, Seo, & Hyun, 2021) that the overall hotel hygiene has a significant impact on customers' satisfaction. Another study (Gu, 2008) also provided a consistent result, which stated that hygiene or cleanliness is has a substantial impact on customers' satisfaction.

5.1.4 Brand Trust

In terms of the brand trust variable findings, the result suggested that customers' satisfaction was positively influenced by the brand trust. This result was in line with the previous findings (Maghzi, Abbaspour, Eskandarian, & Hamid, 2011), which stated that brand trust presented a significant impact to customers' satisfaction. In addition, (WigunaMaha Diputra & Yasa, 2021) customers' satisfaction was significantly and positively influenced by the brand trust. In other words, customers will be more satisfied with a brand if they have more trust in it.

5.1.5 Values

In this study, there was no significant impact between values and customers' satisfaction. While the past research (Bloemer & Dekker, 2007) stated that values have effect on customers' satisfaction. Furthermore, (Nguyen, Vo, & Quy, 2021) also proposed that personal values have a significant effect on customers' satisfaction. The contrast results might come from different situation. As this study was conducted during Covid – 19 pandemics, so customers might perceive other factors to have more influence on their expectation and satisfaction.

5.1.6 Customers' Satisfaction

The result showed that all variables including service quality, hygiene/cleanliness, and brand trust except physical environment and values, have a strong impact on customers' satisfaction. However, the previous research (Zhong & Moon, 2020) suggested that service quality and physical environment positively influent customers' satisfaction. Another study (Maghzi, Abbaspour, Eskandarian, & Hamid,

2011) stated that service quality, brand trust, and customer satisfaction presented a very high correlation value of 0.01 which means that variables have a strong relationship toward each other. Moreover, it also suggested that service quality and brand trust presented a significant impact on customers' satisfaction. In addition, (OA, 2017) also affirmed that customers perceived hygiene/cleanliness as a significant factor toward their satisfaction. this can be concluded that hygiene has a significant impact on customers' satisfaction.

5.1.7 Loyalty Intention

Customers' satisfaction has a substantial impact on loyalty intentions, according to the findings of this study. The result was consistent with the previous research (Bagyalakshmi & Nusrah, 2020) which suggested that customers' satisfaction and loyalty intention have a significant relationship toward each other. In other words, the higher the customers' satisfaction level, the higher the customers' loyalty intentions level will be. The result also supported by previous findings (Zhong & Moon, 2020) that the customers' satisfaction provides a positive influence on customer loyalty. Moreover, (Sankpal & Upamannyu, 2014) suggested that customers' satisfaction presented a significant influence on loyalty intention.

5.2 Differences Among Respondent Demographics Group

5.2.1 Service quality

The differences were found on gender and occupation components in the current study. The result showed that the female respondents consider about service quality more than male respondents. The result is consistent with (Kwok, Ahmad, & Zainab, 2016) that female clients have more consideration toward service quality aspect than male clients. The previous research (Hagan, 2015) also confirmed that there were significant differences among respondents' gender and their opinion toward service quality aspects. Particularly, females tend to have more concern toward the service quality more than males. For occupation, the result showed that the respondents who are employees and businessowners have more concern about service quality than students. The past research (Caruana, 2002) showed a confirmation result, which suggested that

there are considerable disparities in respondents' occupations and their views on service quality. It also stated that people working in different occupation could also be in a different social class, which could cause them to have a different level of expectation in service quality.

5.2.2 Physical Environment

Gender, age, and income are the aspects that the differences were found. In this study, the result showed that male respondents tend to consider about the physical environment more than female respondents. The result is in line with the past study (Teeroovengadum, 2020) that the physical environment component is more important to male respondents than female respondents. Another previous research (Chow, Lau, Lo, Sha, & Yun, 2007) presented the consistent result that male participants concern more about the physical environment factor than females. In terms of age, younger participants showed more concern about the physical environment of the hotels more than older participants. The result is consistent with past research (Lim, Bennett, & Dagger, 2008), which stated that customers at a younger age tend to consider more about the physical environment factor. Specifically, there were significant differences among the participants' age group and their opinion toward the physical environment aspect. For income, the current findings showed that there were substantial differences in the individuals' income levels and attitudes about the physical environment. Particularly, people with lower income consider about physical environment factor more than people with higher income. However, the past findings (Lim, Bennett, & Dagger, 2008) presented that there was no significant difference among participants' income level and their opinion toward the physical environment factor.

5.2.3 Hygiene/Cleanliness

The current study presented the significant differences among three main demographic groups which are gender, age, and occupation. The finding showed that female respondents have a higher mean than male respondents. In other words, female respondents consider about hygiene/cleanliness more than male respondents. The result was correlated with the past research (Barber & Scarcelli, 2010), which stated that females considered about hygiene and cleanliness of the place they are going to visit

more than males. Another study (Zemka, Neal, Shoemaker, & Kirsch, 2015) also affirmed the result that woman participants have more consideration toward the hygiene factor than men. For age, the outcome is also in line with past research (Zemka, Neal, Shoemaker, & Kirsch, 2015), which stated that tourists whose age are in the group of 32 – 52 years old tend to have more concern about hygiene/cleanliness when staying at a hotel. The result implied that older tourists concern more about hygiene and cleanliness than younger tourists. Specifically, there are differences among participants' age group and their opinion toward hygiene/cleanliness factor. In terms of occupation, employees have more concern about hygiene/cleanliness in terms of hotel staff wearing a mask at all times while on duty more than students and businessowners.

5.2.4 Brand Trust

The present study showed that female respondents have more consideration toward brand trust attribute than male respondents. However, past research (Lien, Wen, Huang, & Wu, 2015) suggested that male customers consider about brand trust component more than females. While another research (Maghzi, Abbaspour, Eskandarian, & Hamid, 2011) suggested that there were no differences between gender and brand trust attribute. The difference was also found on the occupation attribute of the current study. The result was affirmed by previous research (N., SB, & A., 2015), which stated that working women have more consideration toward brand trust than a housewife. In other words, the respondents' occupation has significant differences toward brand trust factor.

5.2.5 Values

Female respondents consider about values in terms of enjoyment and self-rewarding more than male respondents. While male respondents consider about values component in terms of being more differentiated from others more than female respondents. The result is consistent with past research (Inouye, Chi, & Bradley, 2014), which stated that female tourists concern more about values in terms of emotional satisfaction such as joyfulness, excitement, and fulfillment. Whereas, male tourists consider more about values in terms of social benefits than females. In terms of income, significant differences were also found on participants' income level and their attitude

toward the values variable. The past study (Inouye, Chi, & Bradley, 2014) confirmed that people with a higher income have more consideration about values, whether products or services received will be able to fulfill their values or not. For occupation, the current study showed that there were significant differences among respondents' occupation and their opinion toward values attribute. While the past study (Lee, 1993) suggested that occupation and values variables had no significant differences on their hotels' selections. The contrasting result of occupation factor could be about the position level. The position level of the samples in the past research were top management and middle management, while the current study's samples were students, employees, and businessowners.

5.2.6 Customers' Satisfaction

For gender, the result showed that female respondents have more customers satisfaction than male respondents. The result is linked with the previous research (Kwok, Ahmad, & Zainab, 2016), which suggested that female customers showed more satisfaction than male customers. In terms of occupation, employees and businessowners have more customers satisfaction than students. In other words, respondents with different occupations tend to have a different level of opinion toward the customers satisfaction aspect. On the other hand, a previous study (Raza, Siddique i, Awan, & Bukhari, 2012) suggested that there was no significant difference between participants' occupation and the satisfaction variable.

5.2.7 Loyalty Intention

The differences were on gender, age, and occupation attribute. For gender, female respondents showed more loyalty intention than male respondents. In terms of age, older participants at the age of 41-50 years old have more loyalty intention than the younger participants. However, the difference was not significant. The last aspect is occupation. The current study suggested that employees and businessowners have more loyalty intentions than students. The past study (do Valle, Silva, Mendes, & Guerreiro, 2006) presented a contrast result that demographic factors including gender, age and occupation have no significant difference toward loyalty intentions. Raquel & Alonzo

(2019) also stated that there is no significant relationship between demographic factors and loyalty intentions (Raquel & Alonzo, 2019).

5.3 Conclusion

This study's objective is to identify the most influential factor that will lead to satisfaction and loyalty intention of luxury hotel's customers during the Covid-19 situation. Nevertheless, the goal of this research is also to examine at the influences of service quality, physical environment, hygiene/cleanliness, brand trust, and values on satisfaction and loyalty intention of luxury hotel's customers during the Covid-19 situation.

The result of this study presented that brand trust, service quality, and hygiene/cleanliness have a positive influence on customers' satisfaction, while physical environment and values have no influence on customers' satisfaction when selecting luxury hotels during Covid-19. In addition, loyalty intention is positively influenced by customers' satisfaction.

Moreover, this study focuses on the differences of four main demographic elements which are gender, age, income, and occupation, and their level of agreement toward each question of each variable.

For gender, female respondents tend to consider about service quality, hygiene/cleanliness, brand trust, and tend to have more customers' satisfaction and loyalty intention more than male respondents. While male respondents tend to consider about the physical environment more than female respondents. For values, female respondents tend to consider about the values in terms of enjoyment and self-rewarding more than male respondents. However, male respondent tends to consider about values in terms of being more differentiated from others than female respondents.

In terms of age, the respondents who are 20 - 30 years old tend to consider about the hotel's physical environment more than those who are 31 – 40 years old. Also, the respondents who are 41 - 50 years old tend to consider about hygiene/cleanliness and have loyalty intention more than the respondents who are 20 – 30 years old.

Occupation is the next element. The respondents who are employees and businessowners tend to consider about service quality, hygiene/cleanliness (in terms of

the hotel's staff wearing masks at all times while on duty), values (in terms of self-rewarding and self-fulfillment), and have customers' satisfaction and loyalty intention more than those who are students. The result also showed that respondents who are employees tend to consider about hygiene/cleanliness, and brand trust (in terms of "brand guarantees satisfaction") more than those who are students and businessowners. Additionally, respondent who are employees tend to consider about brand trust in terms of brand reputation and trustworthy staff more than those who are students. While the respondents who are students tend to consider about the values in terms of social recognition more than those who are employees and businessowners.

For income, the respondents whose monthly income are 15,000 – 30,000 THB tend to consider about the physical environment more than those whose income are 30,001 – 50,000 THB, 50,000 – 100,000 THB, and more than 100,000 THB. Moreover, the respondents whose income are lesser than 15,000 THB tend to consider about values more than those whose income are 30,001 – 50,000 THB, and 50,001 – 100,000 THB, and more than 100,000 THB.

5.4 Recommendations

This section will provide recommendations for hotel management executives to be able to adjust the management strategy when experiencing similar situations in the future.

The first significant factor is brand trust. During Covid – 19 pandemics where hygiene/cleanliness is the most significant and primary factor for customers; however, the result of this study showed that brand trust has the strongest influence for customers when selecting luxury hotels, followed by service quality, and hygiene/cleanliness. Customers perceive that the brand would ensure their expectations and satisfaction. Therefore, the management should make sure that the hotel standard is met and has been maintained at all times.

Secondly, the hotel's marketing sales and marketing team might focus more on targeting female customers as the result showed that female customers tend to have a more positive influence on customers' satisfaction and loyalty intention. For the age group, they could focus more on people who are 41 – 50 years old since they have more

loyalty intention than those who are 20 – 30 years old. In terms of target occupation, they should focus more on customers who are employees and businessowners since they have more customers' satisfaction and loyalty intention than those who are students.

5.5 Limitation

Similarly, there are some limitations in this study as in other studies. The sample collected in this study presented the number of 79 percent or 316 female respondents, which could cause a sexual bias result. Moreover, this study conducted during the fourth wave of Covid – 19 pandemics in Thailand when the case went up to around 10,000 new cases every day, this could be one factor that affect customer criteria which was strongly influenced by brand trust, service quality, and hygiene/cleanliness. However, if this study were conducted during the first wave in 2020; especially during the last quarter, where people are more relaxed toward the situation as there were no new case at that time, the criteria would be difference. Some participants may not have the same understanding of the luxury hotels context that luxury hotels will provide unparalleled experiences and services that is beyond human basic needs. Moreover, some respondents may consider the physical environment factors as a pre-visit factor, while the current study required the respondents to consider the physical environment as a post-visit factor.

5.6 Future Research Directions

Improving the limitations would help the researcher to see in different dimensions. Firstly, collecting an equal number of the male and female respondents could help to better examine the relationship among gender toward each variable in terms of whether different gender generates the same or different result. Secondly, researchers could conduct the study in different stages and compare the results. For example, the first stage could be conducting during the first stage where the first outbreak occurred, then during around the end of the first outbreak, during the third wave, and the fourth wave. By conducting the study in different period of time could provide the insight of consumer behavior at the different period of time, and the hoteliers

would know which variable is the greatest influence on each period. By conducting study at different periods, researchers should consider different variables for each period such as price, promotions, offers, and locations. Lastly, researchers should conduct a qualitative survey along with a quantitative survey to get the customers insights with a deeper understanding of their thought and decision-making criteria.



REFERENCES

- Abadi, R .R., Nursyamsi, I., & Syamsuddin, A .R) .2020 .(*Effect of Customer Value and Experiential Marketing to Customer Loyalty with Customer Satisfaction as Intervening Variable)Case Study on Gojek Makassar Consumers* .(Retrieved from Proquest :
- <https://www.proquest.com/docview/2407574460/20F0781CC5054268PQ/4?accountid=46528>
- Afzal, H., Khan, M .A., Rehman, K .u., Ali, I., & Wajahat, S) .2010, January .(*Consumer 's Trust in the Brand :Can it Be Built through Brand Reputation, Brand Competence and Brand Predictability* .Retrieved from Research Gate :
- https://www.researchgate.net/publication/42385941_Consumer's_Trust_in_the_Brand_Can_it_be_built_through_Brand_Reputation_Brand_Competence_and_Brand_Predictability
- Akarapanich, S) .2006 .(*Comparing customer loyalty intentions using trust, satisfaction, and commitment of online MBA students versus traditional MBA students* .Retrieved from Proquest :
- <https://www.proquest.com/docview/304909569/D06FAC13AC4C4049PQ/4?accountid=46528>
- Ali, F., Amin, M., & Ryu, K) .2015, December 23 .(*The Role of Physical Environment, Price Perceptions, and Consumption Emotions in Developing Customer Satisfaction in Chinese Resort Hotels* .Retrieved from Journal of Quality Assurance in Hospitality & Tourism :
- https://www.tandfonline.com/doi/pdf/10.1080/1528008X.2015.1016595?casa_token=3jbJwfS6Xn0AAAAA:zE0A9WzVHLYs8KiHGRr12h4jAcQeAIIAy5z4_qpa0ulwPvwAsbKLN2F5q6Wbxt8378hATcS2o4nFpg
- Ali, F., Omar, R., & Amin, M) .2013 .(*An Examination of the Relationships between Physical Environment, Perceived Value, Image and Behavioural Intentions :A SEM approach towards Malaysian resort hotels* .Retrieved

from Journal of Hotel and Tourism Management :

https://d1wqtxts1xzle7.cloudfront.net/32683301/Ali__Omer_and_Amin__2013.Pdf?1388908820=&response-content-disposition=inline%3B+filename%3DAn_Examination_of_the_Relationships_betw.pdf&Expires=1622943808&Signature=GMzcFDzHcD6BVoign4iQYgnO3g-FFD6SiSxSv4lvRdE

Almohaimmed, b) .2019 .(*Pillars of customer retention :an empirical study on the influence of customer satisfaction, customer loyalty, customer profitability on customer retention* .Retrieved from Proquest :

<https://www.proquest.com/docview/2331568031/20F0781CC5054268PQ/1?accountid=46528>

Amin, M., & Priansah, P) .2019 .(*Marketing Communication Strategy To Improve Tourism* .Retrieved from Semantic scholar :

<https://pdfs.semanticscholar.org/5563/334c881bb2a151493ffdc805c7e0a8915281.pdf>

Azman Ismail, Y .M) .2016 .(*SERVICE QUALITY AS A PREDICTOR OF CUSTOMER SATISFACTION AND CUSTOMER LOYALTY* .Retrieved from Proquest :

<https://www.proquest.com/docview/1940148385/20F0781CC5054268PQ/9?accountid=46528>

Baber Raturaj, K) .2017, February 4 .(*Criteria for hotel selection :a study of travellers* .Retrieved from Indian Journals :

<https://www.indianjournals.com/ijor.aspx?target=ijor;pr&volume=18&issue=2&article=005>

Bagyalakshmi, G., & Nusrah, S) .2020, October 5 .(*The influence of food trucks' service quality on customer satisfaction and its impact toward customer loyalty* .Retrieved from Emerald :

<https://www.emerald.com/insight/content/doi/10.1108/BFJ-02-2020-0110/full/html#sec004>

Barber, N., & Scarcelli, J .M) .2010, January 26 .(*Enhancing the assessment of tangible service quality through the creation of a cleanliness measurement scale* .Retrieved from Emerald :

- <https://www.emerald.com/insight/content/doi/10.1108/09604521011011630/full/html#idm46001351267568>
- Bitner, M) .1992, April 1 .(*Servicescapes :The Impact of Physical Surroundings on Customers and Employees* .Retrieved from Journal of Marketing :
<https://doi.org/10.1177/002224299205600205>
- Bitner, M .J) .1990, April 1 .(*Evaluating Service Encounters :The Effects of Physical Surroundings and Employee Responses* .Retrieved from Journal of Marketing :<https://doi.org/10.1177/002224299005400206>
- Bloemer, J., & Dekker, D) .2007, July 24 .(*Effects of personal values on customer satisfaction :An empirical test of the value percept disparity model and the value disconfirmation model* .Retrieved from Emerald :
<https://www.emerald.com/insight/content/doi/10.1108/02652320710772961/full/html#idm45590395230352>
- BMA Data Center*) .2020, March 17 .(Retrieved from Prbangkok :
<http://www.prbangkok.com/th/post/view/MDY1cDBzNnM0NHlyb3Ezc3E2NnEyNDk0cDRyOTQzcjQxNTc1MQ==>
- Brien, A., Ratna, N., & Boddington, L) .2012, March 12 .(*Is Organizational Social Capital Crucial for Productivity Growth? An Exploration of “Trust ” within Luxury Hotels in New Zealand* .Retrieved from Tandfonline :
<https://doi.org/10.1080/15332845.2011.648840>
- Caruana, A) .2002, August 1 .(*Service loyalty :The effects of service quality and the mediating role of customer satisfaction* .Retrieved from Emerald :
<https://www.emerald.com/insight/content/doi/10.1108/03090560210430818/full/html#idm46778704288640>
- Cetin, G., & Walls, A) .2015, Sep 16 .(*Understanding the Customer Experiences from the Perspective of Guests and Hotel Managers :Empirical Findings from Luxury Hotels in Istanbul, Turkey* .Retrieved from Journal of Hospitality Marketing & Management :
<https://doi.org/10.1080/19368623.2015.1034395>
- Chaudhuri, A., & Holbrook, M .B) .2001, April .(*The Chain of Effects from Brand Trust and Brand Affect to Brand Performance :The Role of Brand Loyalty* .Retrieved from Academia :

https://www.academia.edu/3301269/The_Chain_of_Effects_from_Brand_Trust_and_Brand_Affect_to_Brand_Performance_The_Role_of_Brand_Loyalty

- Chen, A., & Peng, N) .2014, May .(*Examining Chinese consumers 'luxury hotel staying behavior* .Retrieved from Research Gate :
- https://www.sciencedirect.com/science/article/pii/S0278431914000103?casa_token=F8TsL303cwAAAAAA:UT5ffqZvBmjx4YC-s1u36vDb5FVodggbTcjuCDSpr7SCr8mZH4hIHDW7cNJlgg4FmwuvZarCdtQ#sec0010
- Choi, H) .2014 .(*The Role of Physical Environments on Customer Engagement in Service Industries* .Retrieved from Proquest :
- <https://www.proquest.com/docview/2357375754/39FDE8ABD589438DPQ/1?accountid=46528>
- Chow, I .H-.s., Lau, V .P., Lo, T .W-.c., Sha, Z., & Yun, H) .2007, September .(*Service quality in restaurant operations in China :Decision -and experiential-oriented perspectives* .Retrieved from Scientdirect :
- https://www.sciencedirect.com/science/article/pii/S0278431906000636?casa_token=4QnRQZKNhtEAAAAA:wQpOpWyomPZBfv5202SDm0Z7vqBp3S6oIA4NN5JdH2SSJh6ztSzoS-5FmiIsZ4-FDXhY5A_IQfcH#aep-section-id19
- Chu, Y) .2014 .(*A review of studies on luxury hotels over the past two decades* . Retrieved from Proquest :
- <https://www.proquest.com/docview/1621580199/5024D2315CD74878PQ/6?accountid=46528>
- Countryman, C .C., & Jang , S) .2006, December 1 .(*The effects of atmospheric elements on customer impression :the case of hotel lobbies* .Retrieved from Emerald Insight :
- <https://www.emerald.com/insight/content/doi/10.1108/09596110610702968/full/html>
- Dagger, T., Sweeney, J., & Johnson, L) .2007, November .(*A Hierarchical Model of Health Service Quality* .Retrieved from Sagepub :
- https://journals.sagepub.com/doi/pdf/10.1177/1094670507309594?casa_to

- ken=VBhMVWMwdgEAAAAA:SpzkhYIDS5lieND9guL-
vP526rm3BsOTepcHFq-oorPjBLVeCfl283VUA-4qWG36cpQBhu6J1E
- Dharmesti, M .D., & Nugroho, S .S) .2013, April .(*The Antecedents of online customer satisfaction and customer loyalty* .Retrieved from Proquest :
<https://www.proquest.com/docview/1700402511/20F0781CC5054268PQ/5?accountid=46528>
- do Valle, P., Silva, J., Mendes, J., & Guerreiro, M) .2006 .(*Tourist Satisfaction and Destination Loyalty Intention :A Structural and Categorical Analysis* .
Retrieved from ECONSTOR :
<https://www.econstor.eu/handle/10419/190577>
- Edvardsson, B) .1998, April 1 .(*Service Quality Improvement* .Retrieved from Emerald :
<https://www.emerald.com/insight/content/doi/10.1108/09604529810206972/full/html#idm46253310351472>
- Ekiz, H .E) .2012 .(*Effects of tourist complaining constraints on justice perceptions and loyalty intention :Using culture and magnitude as moderators* .
Retrieved from Proquest :
<https://www.proquest.com/docview/1323500052/D06FAC13AC4C4049PQ/6?accountid=46528>
- Garlick, R) .2012, February 7 .(*Hotel Guest Satisfaction :Do you understand who loves what and why?* Retrieved from
<https://www.hospitalitynet.org/opinion/4054769.html>
- Ghobadian, A., Speller , S., & Jones, M) .1993, October .(*Emerald Insight* .Retrieved from Emerald :
https://www.emerald.com/insight/content/doi/10.1108/02656719410074297/full/pdf?casa_token=WCN11_RbVeMAAAAA:IsduyNI7jCuFXb4U8CuCE1znJEMf0RXc-MNQpQICxAHHjIXXM095Z5i-_jMDBo2s4p9NiOYEQqUFUbYQuG3xhtVsN8_4K5gT53hg8Gw9SVu2ekCWWyKE
- Gu, H) .2008 .(*Chinese clientele at Chinese hotels—Preferences and satisfaction* .
Retrieved from ScientDirect :
<https://www.sciencedirect.com/science/article/pii/S0278431907001077?ca>

sa_token=b-IcNbsR1usAAAAA:rMY4slz14kuNI4HYtXHPkWayS9oI-E2YIIYQZD8ukXHR66_uhvnbnhk5O7dwAUQ9NOec4Hl5mmnw#aep-section-id11

- Hagan, E) .2015 .(*Service Quality Perceptions and Socio-demographic Characteristics of Hotel Guests in the Western Region of Ghana* . Retrieved from iiste :<https://core.ac.uk/download/pdf/234696802.pdf>
- Han, H., & Hyun, S) .2017, May .(*Impact of hotel-restaurant image and quality of physical-environment, service, and food on satisfaction and intention* . Retrieved from Scient Direct :
https://www.sciencedirect.com/science/article/pii/S0278431916301785?casa_token=ct5CViPomUEAAAAA:jUBfUA1km2bzNHFDTWxuQ3auoWUvzxh04ugMxp2zWU5AIDoRyoJOi_QSQdJD51IJiEYMjNTdc5F
- Han, H., Moon, H., & Hyun, S .S) .2019, June 27 .(*Indoor and outdoor physical surroundings and guests 'emotional well-being :A luxury resort hotel context* .Retrieved from Emeralds :
<https://www.emerald.com/insight/content/doi/10.1108/IJCHM-10-2018-0852/full/html#sec018>
- Hassan, M., Raf, A., & Kazmi, S .S) .2016 .(*Impact of Differentiated Customer Service, Brand Trust, Brand Commitment, and Brand Salience on Brand Advocacy* .Retrieved from Proquest :
<https://www.proquest.com/docview/1796230219/F4DBC10D17814620PQ/7?accountid=46528>
- Hede, A-.M., Leo, J., & Deery, M) .2005 .(*Segmentation of Special Event Attendees Using Personal Values* .Retrieved from Tandfonline :
https://www.tandfonline.com/doi/pdf/10.1300/J162v05n02_03?casa_token=3MJNKcuSAD4AAAAA:9UPWj3y7hx5FgaaAoITxpaTv4fkJNDT4CkCkTjI5uaqmJYeUHZn4_sqsjByxFburHX4_CY34RID76A
- Hidayanti, I., Nuryakin, & Farida, N) .2018, April .(*A study on brand commitment and brand trust towards brand loyalty of branded laptop in Indonesia* . Retrieved from Proquest :
<https://www.proquest.com/docview/2042792001/F4DBC10D17814620PQ/5?accountid=46528>

- Ho, C.-I., & Lee, Y.-L).2007, December 6 .(*The development of an e-travel service quality scale* .Retrieved from Scient Direct :
https://www.sciencedirect.com/science/article/pii/S0261517706002226?casa_token=2n4FFt2_NooAAAAA:4NLNktFBIJRkxt7NLf_Cj_xVjqcwq4KSatLpDxRNv607EORWPFRmec1QI3vVaJPA2r9z9K3g
- Hospitality Industry*) .n.d .(.Retrieved from Startup in Thailand :
<https://startupinthaailand.com/thailand-industries/hospitality-industry/>
- HOSPITALITY INDUSTRY IN THAILAND -GROWTH, TRENDS, COVID-19 IMPACT, AND FORECASTS)2021 -2026*).(n.d .(.Retrieved from Mordor Intelligence :<https://www.mordorintelligence.com/industry-reports/hospitality-industry-in-thailand>
- Hsi-JuiWu, C., & Liang, R.-D).2009, December 4 .(*Effect of experiential value on customer satisfaction with service encounters in luxury-hotel restaurants* . Retrieved from Scient Direct :
https://www.sciencedirect.com/science/article/pii/S0278431909000401?casa_token=18W_y3rQ8iEAAAAA:ThbCztdPEt76pvHOltY2xZ7D2eBvcHrc_ZC4-Kw0qujOL_5HC3c_eQ1HnPsv5KKPW0LPigZPir0
- Inouye, S., Chi, T., & Bradley, L).2014, September 2 .(*Consumer perceived values of Hawaiian attire :the effects of socio-demographic factors* .Retrieved from Emerald :<https://www.emerald.com/insight/content/doi/10.1108/JFMM-05-2013-0067/full/html#idm45965218879168>
- Jiang, Y., & Wen, J).2020, May .(*Effects of Covid-19 on Hotel Marketing and Management :a perspective article* .Retrieved from Emerald Insight :
https://www.emerald.com/insight/content/doi/10.1108/IJCHM-03-2020-0237/full/pdf?casa_token=HE9OdjUYIMsAAAAA:OOAtAHu8X_rirBfm d40ciFEm1c7_NSh-Z1ZItLXKnpQXCoGdkrMe5BSoxynExtUcKTH6Tv_gmzK3l-2qYMUCq-aXHFQNCNh6uF1tvjP9MucZkUzjPg
- Karyose, H., & Astuti, W).2017 .(*Customer Loyalty :The Effect of Service Quality, Corporate Image, Customer Relationship Marketing and Customer Satisfaction as Intervening Variable-An Empirical Analysis of Bank Customers in Malang City* .Retrieved from Proquest :

<https://www.proquest.com/docview/2068341454/20F0781CC5054268PQ/8?accountid=46528>

- Khalilur Rahman, M., Newaz, M., Hemmati, M., & Mallick, S) .2021, January 12 .(*Analyzing health-care service environment with Malaysian general practice clinics* .Retrieved from Emerald Insight :
https://www.emerald.com/insight/content/doi/10.1108/HE-10-2020-0106/full/pdf?casa_token=Eiz_lP1jiyMAAAAA:OkptpKcxn6uRBp5PjmoD_H4HHW9MUxeDHeQ5QFCOqzX4d2mukMn5hN_lhtu5yvk6rp6IIXuUhL3_uG2quJWWu9FF3-qRNqiM4BP9So2wU4s4s x31uBoBFw
- Kwok, S., Ahmad, J., & Zainab, K) .2016, March .(*The influence of Service Quality on Satisfaction :Does gender really matter?* Retrieved from Researchgate :
https://www.researchgate.net/publication/297721929_The_influence_of_Service_Quality_on_Satisfaction_Does_gender_really_matter
- Kwok, S., Jusoh, A., & Khalifah, Z) .2016, January .(*The influence of Service Quality on Satisfaction :Does Gender Really Matter?* Retrieved from
 Omniscience :<https://www.redalyc.org/pdf/549/54944740003.pdf>
- Landman, P) .n.d .(*Luxury Hotels* .Retrieved from Xotels :
<https://www.xotels.com/en/glossary/luxury-hotel>
- Lee, M .C) .1993 .(*Cross-cultural investigation of the relationship between personal values and hotel selection criteria* .Retrieved from Proquest :
<https://www.proquest.com/docview/304082741/D6D8892A58D54A53PQ/3?accountid=46528>
- Liang, D) .2008, August .(*The Determining Factors of Customer Loyalty for Luxury Hotels in US* .Retrieved from Citeseer :
<http://citeseerx.ist.psu.edu/viewdoc/summary?doi=10.1.1.384.3641>
- Lien, C-.H., Wen, M-.J., Huang, L-.C., & Wu, K-.L) .2015, December .(*Online hotel booking :The effects of brand image, price, trust and value on purchase intentions* .Retrieved from Scientdirect :
<https://www.sciencedirect.com/science/article/pii/S102931321500041X#sc5>
- Lim, C .G., Bennett, R .R., & Dagger, T) .2008, October 10 .(*The impact of service contact type and demographic characteristics on service quality*

- perceptions* .Retrieved from Emerald :
<https://www.emerald.com/insight/content/doi/10.1108/08876040810909677/full/html#idm46778700241552>
- Lim, Y) .2013 .(*Consumer Evaluation of a Vertical Brand Extension in the Lodging Industry :Relationships among Brand Trust, Brand Loyalty, Brand Distance, and Brand Extension* .Retrieved from Proquest :
<https://www.proquest.com/docview/1899948266/F4DBC10D17814620PQ/3?accountid=46528>
- Lin, Y., Luo, J., Cai, S., Ma, S., & Ke, R) .2016, April 11 .(*Exploring the service quality in the e-commerce context :a triadic view* .Retrieved from Emerald :<https://www.emerald.com/insight/content/doi/10.1108/IMDS-04-2015-0116/full/html#idm45154239596896>
- Lu, C., Berchoux, C., Marek, M .W., & Chen, B) .2015, June 1 .(*Service quality and customer satisfaction :qualitative research implications for luxury hotels* . Retrieved from Emerald :
<https://www.emerald.com/insight/content/doi/10.1108/IJCTHR-10-2014-0087/full/html#idm45002302822752>
- Maghzi, A., Abbaspour , B., Eskandarian, M., & Hamid, A .A) .2011 .(*Brand Trust in Hotel Industry :Influence of Service Quality and Customer Satisfaction* . Retrieved from Ipedr :<http://www.ipedr.com/vol24/9-CBETM2011-M00026.pdf>
- McAllister, D .J) .1995, February .(*Affect -and Cognition-Based Trust as Foundations for Interpersonal Cooperation in Organizations* .Retrieved from JSTOR :
https://www.jstor.org/stable/256727?seq=1#metadata_info_tab_contents
- Minnifield, C .L) .2017 .(*Federal Employees' Peer Coworker Trust Experiences :A Qualitative Exploratory Case Study* .Retrieved from Proquest :
<https://www.proquest.com/docview/1895549435/30ECF5E9104E413BPQ/2>
- Moorman, C., Zaltman, G., & Deshpande, R) .1992, August .(*Relationships between Providers and Users of Market Research :The Dynamics of Trust within and between Organizations* .Retrieved from JSTOR :
https://www.jstor.org/stable/3172742?seq=1#metadata_info_tab_contents

- Murrar , A., Batra, M., & Rodger, J) .2021, May 4 .(*Service quality and customer satisfaction as antecedents of financial sustainability of the water service providers* .Retrieved from Emerald :
- <https://www.emerald.com/insight/content/doi/10.1108/TQM-05-2020-0104/full/html#sec005>
- N., S., SB, D., & A., M) .2015 .(*Determinants of brand trust in high inherent risk products :The moderating role of education and working status* .Retrieved from Emerald :
- https://www.emerald.com/insight/content/doi/10.1108/MIP-01-2015-0004/full/pdf?casa_token=053xymNW_MsAAAAA:y-BVd5MkMjU5f5Hz4QAIJZnSxyOCR_LcScb1mJ6iaOb8Mr1qHnrW6EDN4jtLSX5HRIMOSzi7gCUAQZY0fnTrB9B1gUkWRn-o6js1wH77Ois8-wNnpEgIcQ
- Nguyen, T., & Vo , T) .2020, June 24 .(*Dimensions of Luxury Hospitality Service Personal Values in Confucian Culture :Scale Development and Validation* .Retrieved from Tandfonline :
- https://www.tandfonline.com/doi/pdf/10.1080/08961530.2020.1777922?casa_token=uE0kgCdGWGIAAAAA:YPa-aSBC2Wch1CHv2vj1zEqBFNIIfVBr9ZLLmAVi39d3JjflZkL8Zxp3BUwhSWWgP8HDc_pYE16szOw
- Nguyen, T., Vo, T., & Quy, H) .2021, June 10 .(*Impact of personal values on customer satisfaction and word of mouth for luxury hotel service consumption in Confucian culture :evidence from Vietnam* .Retrieved from Emerald :<https://www.emerald.com/insight/content/doi/10.1108/IJCTHR-09-2020-0216/full/html#sec013>
- Nubani, L .N) .2001, November 21 .(*Delving into the attributes that made luxury hotels* .Retrieved from Proquest :
- <https://www.proquest.com/docview/304687066/B4E65BD5B45B48DFPQ/6?accountid=46528>
- OA, A) .2017 .(*Impacts of Safety Issues and Hygiene Perceptions on Customer Satisfaction :A Case Study of Four and Five Star Hotels in Aqaba, Jordan* .Retrieved from Researchgate :

https://www.researchgate.net/profile/Omar-Alananzeh-2/publication/314977147_Impact_of_Safety_Issues_and_Hygiene_Perceptions_on_Customer_Satisfaction_A_Case_Study_of_Four_and_Five_Star_Hotels_in_Aqaba_Jordan/links/59c0f4b2458515af305c44e1/Impact-of-Safety-

Olorunniwo, F., Hsu, M. K., & Udo, G. J) .2006, January 1 .(*Service quality, customer satisfaction, and behavioral intentions in the service factory* .Retrieved from Emerald Insight :

<https://www.emerald.com/insight/content/doi/10.1108/08876040610646581/full/html#loginreload>

Park, S., Jun, J., & Park, H) .2017 .(*What Factors Affect to Curation Commerce Website Loyalty Intention :The Mediating Effects of Perceived Deception* . Retrieved from Proquest :

<https://www.proquest.com/docview/1970288172/D06FAC13AC4C4049PQ/9?accountid=46528>

Rahman, I) .2014 .(*The influence of values and attitudes on green consumer behavioral intentions :An empirical examination of three green products* . Retrieved from Proquest :

<https://www.proquest.com/docview/1561150777/D6D8892A58D54A53PQ/5?accountid=46528>

Raquel, M., & Alonzo, A) .2019 .(*An Inter-correlational Study on Socio-demographic Profile, Customer Satisfaction and Customer Loyalty in a Fast Food Restaurant in the Philippines* .Retrieved from ICBMIS :

<https://www.icbmis-utb.org/article/1/34/view-pdf.html>

Rather, R., & Camilleri, M) .2019 .(*The Customers 'Brand Identification with Luxury Hotels :A Social Identity Perspective* .Retrieved from Research Gate :

https://www.researchgate.net/profile/Mark-Anthony-Camilleri/publication/331231293_The_Customers%27_Brand_Identification_with_Luxury_Hotels_A_Social_Identity_Perspective/links/5c716894a6fdcc471595ad33/The-Customers-Brand-Identification-with-Luxury-Hotels-A

- Raza, M .A., Siddiquei, A .N., Awan, P .M., & Bukhari, K) .2012, December .(
*RELATIONSHIP BETWEEN SERVICE QUALITY, PERCEIVED VALUE,
 SATISFACTION AND REVISIT INTENTION IN HOTEL INDUSTRY .*
 Retrieved from Researchgate :
https://www.researchgate.net/profile/Muhammad-Raza-16/publication/275035518_Relationship_between_service_quality_perceived_value_satisfaction_and_revisit_intention_in_hotel_industry/links/5564199708ae9963a11ef9ff/Relationship-between-service-quality-perce
- Rotter, J .B) .1967, December 1 .(*A New Scale for the Measurement of Interpersonal Trust* .Retrieved from Mahidol University Library and Knowledge Center :
<https://web-a-ebsohost-com.ejournal.mahidol.ac.th/ehost/pdfviewer/pdfviewer?vid=1&sid=f09d8b9b-9acd-4a1a-a491-eb057cf676b2%40sessionmgr4007>
- Rust, R .T., & Oliver, R) .1994 .(*Service Quality :Insights and Managerial Implications from the Frontier* .Retrieved from Sagepub :
<http://sk.sagepub.com/books/service-quality/n1.xml>
- SAGLIK, A., GULLUCE, A .C., KAYA, U., & OZHAN, Ç .K) .2014, January .(
Service Quality and Customer Satisfaction Relationship :A Research in Erzurum Ataturk University Refectory .Retrieved from Researchgate :
https://www.researchgate.net/profile/Erkan-Saglik/publication/288635638_Service_quality_and_customer_satisfaction_relationship_A_research_in_erzurum_ataturk_university_refectory/links/5e05f56392851c83649eadf6/Service-quality-and-customer-satisfaction-rela
- Sankpal, D., & Upamannyu, D .K) .2014 .(*Journal of Social Science Research* .
 Retrieved from Researchgate :
https://www.researchgate.net/profile/Nischay-Upamannyu/publication/260294742_EFFECT_OF_BRAND_IMAGE_ON_CUSTOMER_SATISFACTION_LOYALTY_INTENTION_AND_THE_ROLE_OF_CUSTOMER_SATISFACTION_BETWEEN_BRAND_IMAGE_AND_LOYALTY_INTENTION_Council_for_Innovative_Research/1

- Santos, J) .2003 .(*Emerald Insight* .Retrieved from Emerald :
- https://www.emerald.com/insight/content/doi/10.1108/09604520310476490/full/pdf?casa_token=fJynuyC1abcAAAAA:8OQB6Az7JA_JCAkp7ypnERwntRrAVpIwQDgoSq0ztufySJUpr9VCIZrShq029eDfR-D-WbgZqTNz-zBwPWvfnI0o3GW5UAuDdf5QfsayxBrikc-ZOCcn
- Schwartz, S .H) .1992, December .(*Universals in the Content and Structure of Values : Theoretical Advances and Empirical Tests in 20 Countries* .Retrieved from Research Gate :
- https://www.researchgate.net/publication/230557790_Universals_in_the_Content_and_Structure_of_Values_Theoretical_Advances_and_Empirical_Tests_in_20_Countries
- Sortheix, F .M., & Lönnqvist, J-.E) .2014 .(*Personal Value Priorities and Life Satisfaction in Europe :The Moderating Role of Socioeconomic Development* .Retrieved from Sagepub :
- https://journals.sagepub.com/doi/pdf/10.1177/0022022113504621?casa_token=xx7HLktnvaoAAAAA:3hTGtMHR4h7-7jyaqTbnpFKxtWMhmSIFrkoluD X_mIMnuSrIly77ATQRdsEIuBG6dhbK1YyQHKC5Bw
- Teeroovengadam, V) .2020, May 6 .(*Service quality dimensions as predictors of customer satisfaction and loyalty in the banking industry :moderating effects of gender* .Retrieved from Emerald :
- <https://www.emerald.com/insight/content/doi/10.1108/EBR-10-2019-0270/full/html#sec019>
- Tefera, D) .2017 .(*The relationship between demographic and tripographic factors and customers 'expectation, perception and service quality :A case of star rated hotel guests in Ethiopia* .Retrieved from ajhtl :
- https://www.ajhtl.com/uploads/7/1/6/3/7163688/article_49_vol_6_4__2017.pdf
- Todua, N., & Jashi, C) .2016, June .(*Main Aspects of Service Quality in the Hotel Industry of Georgia* .Retrieved from Research Gate :
- https://www.researchgate.net/publication/304497110_Main_Aspects_of_Service_Quality_in_the_Hotel_Industry_of_Georgia

- Truong, Y., & Mccoll, R) .2011, November .(*Intrinsic motivations, self-esteem, and luxury goods consumption* .Retrieved from Research Gate :
https://www.researchgate.net/publication/251630401_Intrinsic_motivation_s_self-esteem_and_luxury_goods_consumption
- Walls, A., Okumus, F., Wang, Y., & Kwun, D-.W) .2011 .(*Understanding the Consumer Experience :An Exploratory Study of Luxury Hotels* .Retrieved from Journal of Hospitality Marketing & Management :
https://www.tandfonline.com/doi/pdf/10.1080/19368623.2011.536074?casa_token=hOOV1Ue4EmIAAAAA:DEMjFXjpatu4K13Z6OzmFsobifyJUeOhJKEnVeHXgnuB2928YPaQocIi_d3EM4ykP0dqsPjKdIOicg
- WigunaMaha Diputra, I., & Yasa, N) .2021, January .(*THE INFLUENCE OF PRODUCT QUALITY, BRAND IMAGE, BRAND TRUST ON CUSTOMER SATISFACTION AND LOYALTY* .Retrieved from aijbm :
<https://www.aijbm.com/wp-content/uploads/2021/01/E412534.pdf>
- Wong, E., Rasoolimanesh, M .S., & Sharif, S .P) .2020, September 17 .(*Using online travel agent platforms to determine factors influencing hotel guest satisfaction* .Retrieved from Emerald :
<https://www.emerald.com/insight/content/doi/10.1108/JHTT-07-2019-0099/full/html#sec014>
- Wu, B., & Yang, W) .2018, April 9 .(*What do Chinese consumers want? A value framework for luxury hotels in China* .Retrieved from Emerald Insight :
<https://www.emerald.com/insight/content/doi/10.1108/IJCHM-08-2016-0466/full/html#sec002>
- Yu, J., Seo, J., & Hyun, S .S) .2021, February .(*Perceived hygiene attributes in the hotel industry :customer retention amid the COVID-19 crisis* .Retrieved from Scient Direct :
https://www.sciencedirect.com/science/article/pii/S0278431920303200?casa_token=qDP_d0us1KgAAAAA:uRXYnBIGHigsu3FDL2b_YN96i308aM6PnkNHSqsCFzqf4kpf6qyCZHzyxhWUV2ZpUBQAAE4aRpfA#sec0010
- Zapata-Aguirre, S., Moreno-Izquierdo, L., & Gabriel Brida, J) .2016, October .(*Customer perception of service quality :The role of Information and*

Communication Technologies)ICTs (at airport functional areas .Retrieved from Scient Direct :

https://www.sciencedirect.com/science/article/pii/S2211973616300861?casa_token=Fi8Fp2LXT9QAAAAA:YoWmvT05idJIsXqV7PT_SlgMYZSjq5IGRV9vBQqjkmfnFSoy2RYZ7aDa1wXsuyNhPa71jTQ9KW04

Zaren, D., & Ali, K) .2021 .(*Effects of Brand Heritage on Intentions to Buy of Airline Services :The Mediating Roles of Brand Trust and Brand Loyalty* .

Retrieved from Proquest :

<https://www.proquest.com/docview/2524976282/8F30B9368E41FAPQ/8?accountid=46528>

Zemka, D .M., Neal, J., Shoemaker, S., & Kirsch, K) .2015, May 11 .(*Hotel cleanliness :will guests pay for enhanced disinfection?* Retrieved from Emerald :<https://www.emerald.com/insight/content/doi/10.1108/IJCHM-01-2014-0020/full/html#sec005>

Zhong, Y., & Moon, H) .2020 .(*What Drives Customer Satisfaction, Loyalty, and Happiness in Fast-Food Restaurants in China? Perceived Price, Service Quality, Food Quality, Physical Environment Quality, and the Moderating Role of Gender* .Retrieved from Proquest :

<https://www.proquest.com/docview/2388945947/39FDE8ABD589438DPQ/4?accountid=46528>