

**HOTEL SELECTION ON PHI PHI ISLAND:  
BUSINESS AND TOURISTS' PERSPECTIVES**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
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Thematic paper  
entitled

**HOTEL SELECTION ON PHI PHI ISLAND:  
BUSINESS AND TOURISTS' PERSPECTIVES**

was submitted to the College of Management, Mahidol University  
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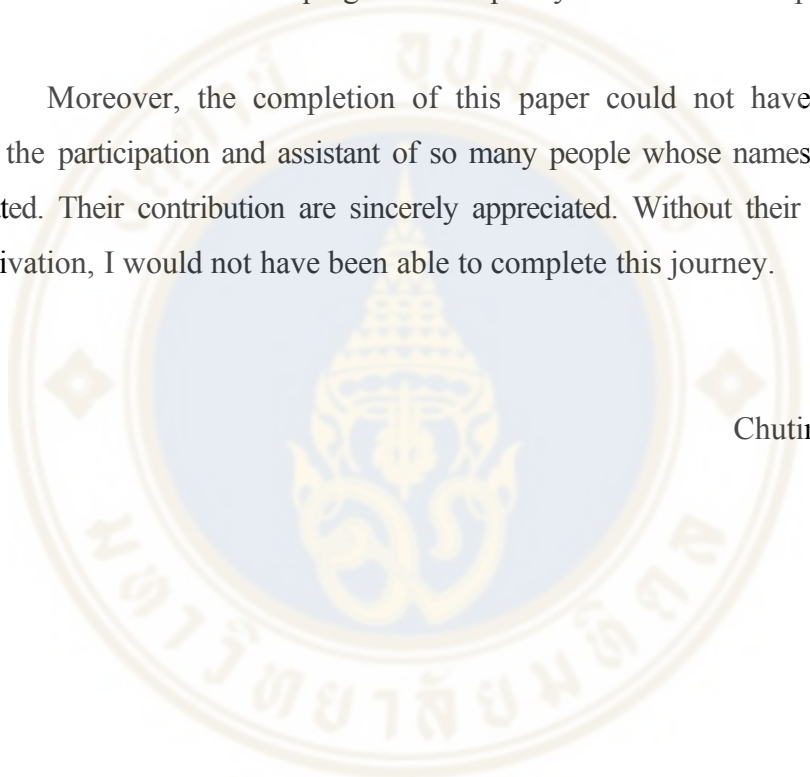
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Chutimon Thongkerd



## HOTEL SELECTION ON PHI PHI ISLAND: BUSINESS AND TOURISTS' PERSPECTIVES

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### ABSTRACT

The objective of this research aims to find the factors that influence consumer toward making a hotel reservation in Phi Phi Island, in comparison with what the hotels believe would influence consumer to make their decision. The scope of this research is to identify and understand what factors would be the most influential and the least influential by focusing on the five main factors: locations, reviews, accommodations and facilities, service quality and price.

The research method used will be a qualitative and quantitative method by doing online questionnaire and interview surveys to collect the data. The sample size is around 200 respondents which is split into the consumers side and the hotels industry perspectives. The major findings from this research is that consumers based their decision on making a hotel reservation in Phi Phi Island on locations and choose reviews to be the least influencing. On the other hand, there are no clear conclusions drawn in the hotels' point of view because there are no controlled variables in the findings of the hotel industry's opinion. Therefore, an improvement for future studies should be made as the hotels should be in the same market aiming at the same target audience, otherwise, the influential factors would varies depending on the type of consumers, level of consumers' income and the market each hotel is aiming it. Nonetheless, another major finding from this research is that both consumers and hotels now shift their focus onto online marketing and online purchasing behavior. Both sides use social media, internet, technology, and the online world as a tool in purchasing and marketing. Even though changes should be made in future research to get more accurate results, but it is hoped that information from this research is useful and beneficial for the hotels, tourism, and hospitality industry to use it as a guideline in order to improve their strategies and tactics, helping them gain a competitive advantage.

**KEY WORDS:** Hotel Reservation / Online / Booking / Influential Factor

66 pages

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## **CHAPTER I**

### **INTRODUCTION**

The tourism industry is considered an industry that plays an important role in the economic and social development of many countries around the world because they help promote in terms of creating jobs, generating income, spreading to different sectors, causing investment that business both directly and indirectly related to tourism. In addition, the tourism industry plays an important role in tourism production and resource utilization. It also encourages the revival and preservation of cultural traditions.

The tourism industry in Thailand is constantly evolving and growing. It is regarded as another country with tourism potential because Thailand is famous for its abundant natural resources such as seas, mountains, national parks, and outstanding cultural resources, as well as many forms of entertainment tourism. Whether it is a theme park, theater, shopping, and entertainment venues that have the potential to accommodate tourists of all levels from budget travelers to high-income travelers can spend. at a luxury level Therefore, it can be said that Thailand is a source of complete and diverse tourist attractions.

In terms of travel, Thailand has standard, convenient, modern airports, can accommodate a large number of tourists, and has a well-connected and fast mass transit system compared to neighboring countries. In addition, the fact that Thailand is geographically located in the middle of Southeast Asia allows tourists to visit Thailand before traveling to neighboring countries as well (Law for ASEAN, 2016).

Tourism in the first quarter of the year 2020 has a global crisis situation, namely the spread of the COVID-19 virus. which has started the epidemic since December 2019 and still cannot be specified exactly when it will end. This situation has disrupted global tourism, with a 22.7 per cent drop in international tourist arrivals for the same period in 2019 and remaining stagnated through April of 2019. 2020, with a sharp drop in tourist arrivals, 97 per cent compared to the same month in 2019,

was the lowest in the past 10 years after the financial crisis. of the world in 2009 and Thailand's tourism has been affected by the spread of the COVID-19 virus. As well, resulting in a decrease in both Thai tourists and foreign tourists traveling to Thailand, the decrease in tourism revenue has a significant impact on the Thai economy because tourism is the main mechanism for driving the economy of Thailand (Ministry of Tourism and Sports, 2020)

Krabi is a province affected by the outbreak of Covid-19. The provincial health department found a total of 1,281 infected patients, of which 21 were infected from the first wave, 8 people from the second wave, and 1,252 from the third wave, 3 deaths. Although the situation within the province is improving but throughout the period of the Covid-19 outbreak, tourism, which is the main business of the province, was negative compared to many years ago. 83% The total bookings for hotels have decreased by about 80%, although Krabi used to be a province with tourism income of at least one hundred thousand million baht per year. At the same time, the economic side has been affected by natural attractions such as national parks. Nopparat Thara Beach - Phi Phi Islands world famous but it has deteriorated every year. which is regarded as the main weak point of Krabi tourism Covid-19 causes researchers to study the outbreak of Covid-19. How will this affect your choice of hotels in Phi Phi Island, Krabi?

The researcher therefore saw the importance of such problems and therefore conducted research on the satisfaction of tourists to the services of hotels on Phi Phi Island. Krabi Province during the COVID 2019 epidemic situation. In order to understand the information of tourists that affect the selection of hotel services and to understand the satisfaction of tourists toward using hotels on Phi Phi Island. Krabi Province During the COVID-2019 situation. The results of the study evaluated hotel services in the areas that tourists pay attention to, namely location, staff, physical and service process (Jantima Rakmuncharoen, 2015). The research results can provide information for hotel operators to adjust strategies to adapt to the current situation, to build confidence among tourists and to attract tourists to come back to use the service again due to revenue. Most of Thailand's main industries come from the tourism and service industries. In addition, this research is directly related to the field that the researcher is studying. Researchers can continue to apply to this profession in the future.

## 1.1 Research Question

The study asked questions to identify the key factors that drive consumers to choose a particular hotel and make booking decisions in relation to the factors the hotel believes its target consumers will base their decision on. The questions were as follows:

1) How do tourists' demographic differences affect hotel choices on Phi Phi Island in Krabi after the COVID-2019 situation?

2) How does tourist satisfaction affect hotel use on Phi Phi Island in Krabi after the COVID-2019 situation?

3) How does the service quality factor affect customers to use the service again at Phi Phi Island hotels in Krabi Province?

## 1.2 Research Objectives

- To study the gender differences of tourists that affect their choice of staying at hotels on Phi Phi Island, Krabi Province after the COVID-2019 situation.
- To study the level of satisfaction of tourists toward using hotel services on Phi Phi Island, Krabi Province after the COVID-2019 situation.
- To study the factors of service quality that result in returning customers to use the service again in Phi Phi Island hotels, Krabi Province.

## 1.3 Research Scope

This research is to identify the similarities and differences between consumers and perception of the hotel in the scope of hotel selection and reservation in Phi Phi Island. The method to collect data for this research is a qualitative approach, specifically interview and questionnaire including both open ended and closed ended questions. The total sample size will be 200 respondents, which were distributed questionnaires to investigate the different factors that influence them to reserve hotel in Phi Phi Island as well as finding out what hotels think their potential customers would base their reason from.

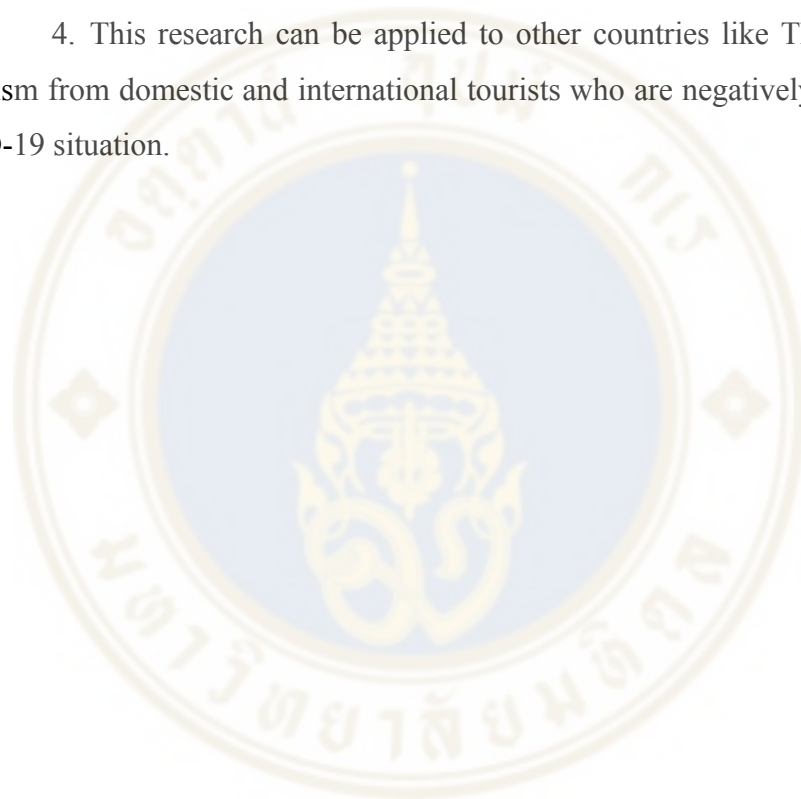
## 1.4 Expected Benefits

1. To bring the information and research results obtained from the research study to benefit tourism operators such as hotel operators, restaurants, tourist attraction operators, tour operators, and airlines, etc.

2. To know the factors that affect the decision of customers to choose a hotel on Phi Phi Island after the COVID-19 situation.

3. Government organizations that take care of tourism can apply the research results to New Normal tourism policy planning.

4. This research can be applied to other countries like Thailand that rely on tourism from domestic and international tourists who are negatively affected by the COVID-19 situation.



## **CHAPTER II**

### **LITERATURE REVIEW**

This is an evaluative analysis of published online sources, literature and theories which help to assess the theories related to this research topic and help to formulate the conceptual framework that can be further used to provide suggestions and recommendations as well as aiming for the expected benefits mentioned above.

#### **2.1 Purchase Funnel**

The purchase funnel or purchasing funnel is a consumer-focused marketing model that illustrates the customer journey toward the purchase of a good or service before they can buy it. It analyses the customers and their thinking process before buying a product or service to help businesses understand how potential customers discover their brand, service, and hotel and how they eventually become a loyal customer (Strong, 1925).

This is important for hotels because it helps them to understand the different steps their potential customers go through to be able to market them correctly and satisfy their needs and wants.

##### **2.1.1 Traditional Purchase Funnel**

E. St. Elmo Lewis developed this model in 1898 that depicts the journey customer goes through from the moment of getting the attention from the product or service up to the purchasing stage. It is also known as the “marketing funnel”, “customer funnel” or even the “conversion funnel” as the idea is developed from a marketing perspective (Lewis, 1899). (See Figure 2.1).



**Figure 2.1** The Traditional Purchase Funnel

**Sources:** Developed for this study

The steps in a traditional purchase funnel are only awareness, consideration, and purchase. Firstly, the awareness step is to make the potential customer become aware of the product or service and what special offers and promotion they have. The more aware they are, the more likely they are to choose when it comes to purchasing. Moving on to the consideration phase where businesses have the least influence and control on because customers are likely to go through further research both offline such as word-of-mouth communication and online like social media and the internet. Reviews are what customers would likely to search to know more about the previous users' experience. Lastly, the purchase phase of the funnel where customers choose which brand, product, or service they would want to buy after making all the considerations (Dierks, 2017).

### **2.1.2 The AIDA Model**

However, the traditional purchase funnel was then further on developed to become a model known as the "AIDA" model: Awareness, Interest, Desire, and Action. Just like the traditional purchase funnel, the AIDA model analyses the stages each customer go through before they actually purchase a product or service. The AIDA model is based on four different stages.

Firstly, the Awareness or Attention phase of the funnel is all about attracting customers and getting their attention over other rivalries in the market. The

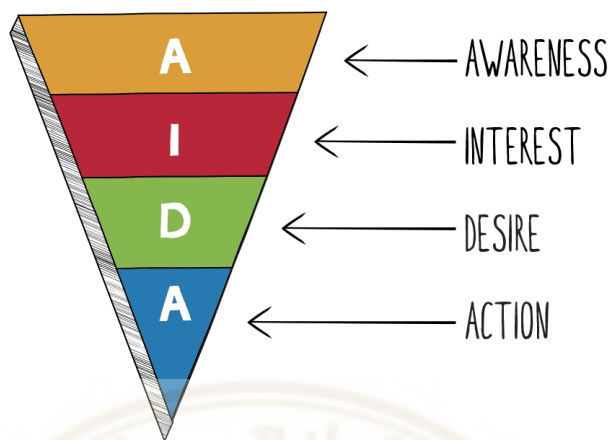


product or service must be eye-catching and attract customer attention which is mostly done by the used of advertising materials. For example, the hotel could target their target customers by doing personalized and targeted message if they know their customers well enough. The goal is to be able to make potential consumers in the market become aware and even better if attracted to the product or service that already exists (Lewis, 1908). Secondly, the Interest step is creating interest where it is usually the hardest part because if the product or service is not interested or according to the target customer then it is hard for them to move on to the next phrase. For example, businesses can advertise the benefits of their product or service so that it creates interest for the buyers to want to know more about it.

For hotels, they can advertise by pinpoint out the benefits of staying in their hotel such as location, accessibility, or variety of accommodations where their competitors don't have. Furthermore, the third step is desire is to move consumer for "I like it" to "I want it". The second and third step goes together is an affective stage as once you have built the interest, it is also important to make them realize why they "need" this product or service. It is to link with an emotional connection to be able to persuade customer the value of the product or service and why they need it (Lewis, 1908). Lastly, the action stage where once the desire to buy is aroused, it should then be transferred into an action which is to purchase. Most advertisements will use a tactic called "call to action" which is designed to get an immediate response from the consumer. For example, early birds' discounts which influences consumers to take action as soon as possible as it creates a sense of urgency (Lewis, 1908). (See Figure 2.2).



## THE AIDA MODEL



**Figure 2.2** The AIDA Model

**Sources:** Lewis, E. St Elmo (1908). *Financial Advertising: The history of advertising, USA*, Levey Brothers, United States.

### 2.1.3 The Modern Purchase Funnel

The AIDA model was then further on developed to become a modern version that fits with the change in the environment. Most of the factors are kept the same but only with an addition of the “Confidence” phrase and “Retention” phrase. The “Confidence” phrase was added to the funnel because it is important to make sure the consumers know they’re making a smart decision and are confident with what they choose. Consumers build confidence by doing further research on reviews, the internet, social media, or word-of-mouth communication from others before making a purchase. In addition, the “Retention” stage is also added to the funnel to build and maintain customer loyalty (Gaudet, 2019). Customer retention is expressing gratitude for the purchase such as send them thank you notes, reach out for feedback and make sure the business is available for any customer service. (See Figure 2.3).



**Figure 2.3** The Modern Purchase Model

**Sources:** Gaudet, C. (2019, July). The Modern Purchase Funnel.

## 2.2 Consumer Behavior

Consumer behavior refers to the behavior in which consumers search for, purchase, use, and evaluate the use of products and services. It is expected to satisfy his needs or refer to the study of decision-making behavior and actions of people involved in the purchase and sale of goods P.Kotler and K.L.Keller (2012). Consumer behavior is an act of a person in buying and using products or services, both internal and external social processes that occur before and after that action. It addresses the science of behavior to help answer questions about why people choose one product over another, how they choose it, and how companies leverage these to deliver value to consumers.

In addition, the actions of a person are directly related to the acquisition and use of goods. The decision-making stage that occurs before and often plays a part in determining the behavior, Sivarat Napatum (2012). Choose to use products or services of consumers from evaluating the use and services that consumers are expected to receive. The importance of studying consumer behavior.

Chatayaporn Samerjai (2007) summarized the reasons for the necessity and benefits of studying consumer behavior as follows:

1. Used as a guideline for marketing strategy adjustment planning.
2. Consumers play an important role in the success or failure of a business.
3. Monitor changes or adjust to suit changing behaviors.
4. Evaluate market opportunities
5. Proper segmentation or selection of market segments
6. Organize distribution channels for products to suit consumer behavior.
7. Protect the interests of consumers.
8. Use it as a tool for public policy. When knowing different behaviors, it can be used as a guideline for planning various policies.

Analysis of consumer behavior is the search for consumer information to meet their needs and satisfactions and guides the development of strategies (Thitinan Wareewanich, 2016). Analysis of consumer behavior is a search or research about the buying and using behavior of consumers in order to know the characteristics of the needs and buying and using behavior of consumers.

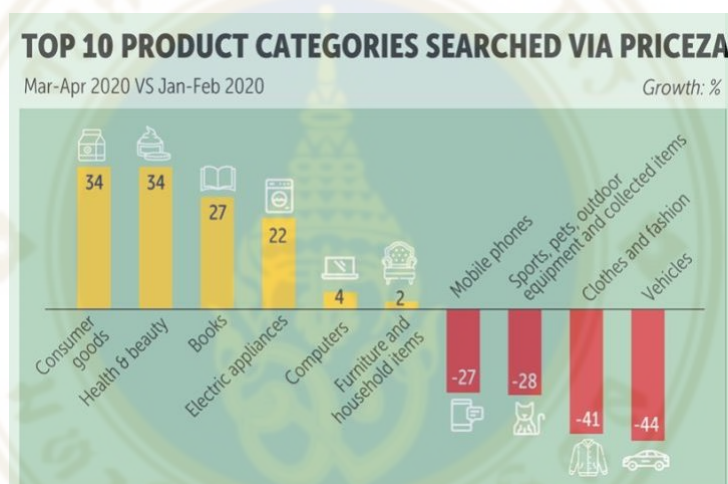
The answers will help marketers devise market strategies that can best satisfy consumers. The questions used to identify consumer behavior are the 6Ws and 1Hs. It includes WHO?, WHAT?, WHEN?, WHERE?, HOW? and WHY? to find 7 answers or 7 0 s, which include OCCUPANTS, OBJECTS, OBJETIVES, ORGANIZATIONS, OCCASIONS, OUTLETS and OPERATIONS (P.Kotler and K.L.Keller, 2012).

### **2.3 Online Purchasing Behavior**

Nowadays, social media and the internet plays an important part in consumers' everyday lives. Especially, shopping online or the internet is growing rapidly with new features, gadgets, applications developing every day as it's easy, quick and saves time for modern people. Anyone can shop anytime without having to wait for the shop to open or to travel. Globally, e-commerce accounts for 2.29 trillion-dollar market in 2018 and expected to increase by double amount in the next few years. In addition, Asia Pacific is the leading region in the growth of online shopping compared to other markets such as US, UK and European countries. They have made about \$1 trillion in online with up to \$899 billion from China. Online shopping is becoming more and more popular among consumers due to its benefits in cost, variety

of choices and convenience (Chakravorty, 2018)

Thailand owns the second place of having the largest internet economy size in Southeast Asia with a value of around 16 billion U.S. dollars in 2019. With that value, the retail and wholesale industries were the biggest contributors generating almost 1.3 trillion Thai Baht in 2019 (Manakitsomboon, 2020). Nonetheless, the trend grew up to 35% to around 220 billion Thai Baht in 2020 driven by the outbreak of COVID-19. Some of the popular applications for online shopping in Thailand includes Shopee with a market share of 54% and Lazada with a market share of 46%. Furthermore, Line also launched Line MyShop where users can buy products or services using Line and grew up to 34% of the market share. (See Figure 2.5).

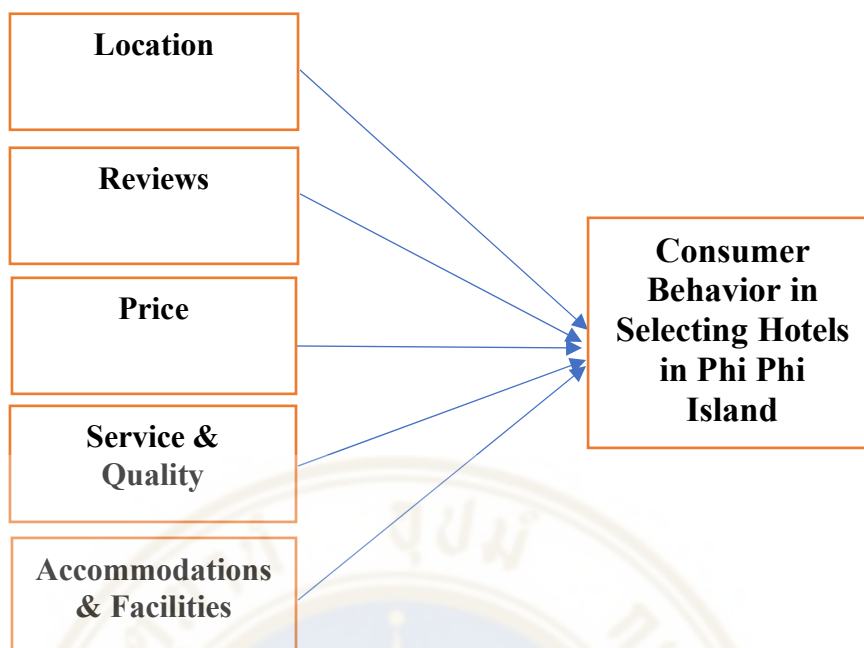


**Figure 2.4** Different Product Categories in Online Purchasing

**Source:** Bangkok Post (2020, May 21). 2020 online trade set to hit B220bn. Retrieved from: <https://www.bangkokpost.com/business/1921656/2020-online-trade-set-to-hit-b220bn>

## 2.4 Conceptual Framework

The figure 2.6 is a conceptual framework based on the literature reviews showing the different motivational factors that influence consumer in selecting and making a reservation of hotels in Phi Phi Island.



**Figure 2.5** Conceptual framework of the five motivational factors that influence consumer's decision when making a hotel reservation

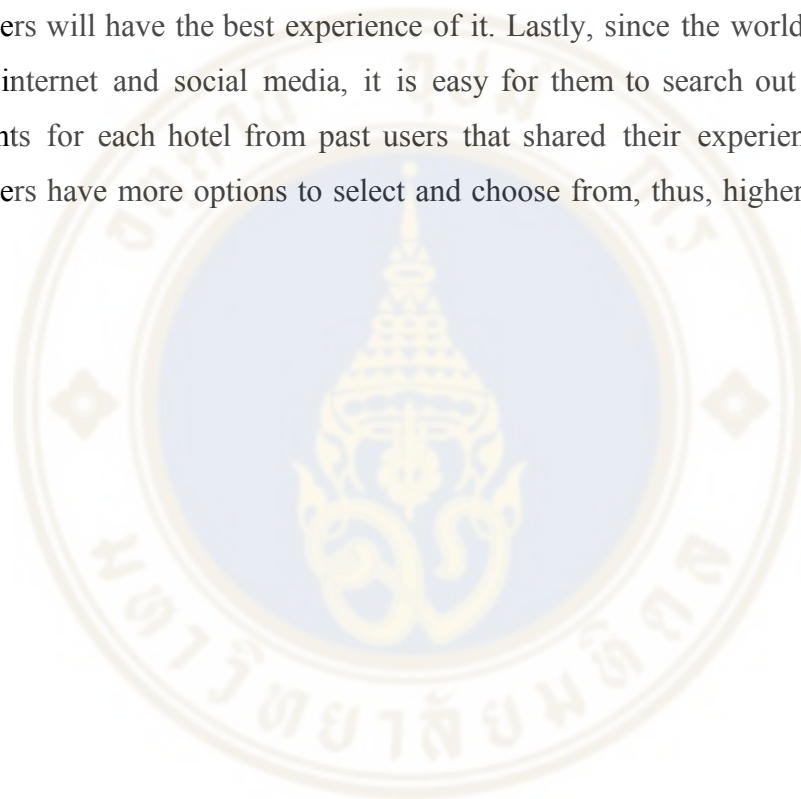
**Sources:** Developed for this study

According to this conceptual framework for this study, it is explained that there are five main factors consumers considered before making a choice to reserve hotels in Phi Phi Island. The factors are location, reviews, price, accommodations and facilities and service and quality. Firstly, price is something all consumers consider before buying anything as they need to see whether they have enough budget or not. Products or services that are overpriced may not be able to target a wide range of consumers.

For example, a 5-star hotel at a price of 4,000 baht per night may not be suitable for a group of friends who wants to travel to Phi Phi Island as most students are currently living on a student budget. Nonetheless, location is also important because Phi Phi Island is a small island where everyone travels by walking. Therefore, there are no transportations easily available, thus, if a hotel is located up on the mountain far from the center of the island, then it may be hard for consumers to travel and get access to others. Nevertheless, not all consumers know what Phi Phi Island is like and most never have been here before, so it is hard for them to know and picture

the island as a whole and where each thing is located. In addition, the variety of accommodations and facilities is also important because there must be different options and activities for consumers to choose from for them not to get bored. Hence, when selecting hotels in Phi Phi Island, consumers will research what kind of facilities the hotel has and the surrounding environment around it.

Similarly, the service quality is just as important as the physical part of hotel itself. Consumers will seek for a high and good quality service, especially, if they pay a lot for it. Customer service is extremely important for a hotel to make sure consumers will have the best experience of it. Lastly, since the world is relying more on the internet and social media, it is easy for them to search out for reviews and comments for each hotel from past users that shared their experience. This means consumers have more options to select and choose from, thus, higher competition for hotels.





## **CHAPTER III**

### **RESEARCH METHEDODOLOGY**

A research methodology is a specific process or techniques used to identify, select, and analyze information about a particular topic. This research will focus on the factors that influence consumer in selecting hotels in Phi Phi Island, in relation to the perspectives of the hotel industry in customer selection.

#### **3.1 Research Design**

The objective of this research is to explore, identify and understand the key factors that influence consumers to make hotel reservations in Phi Phi Island, both in consumers' perspectives and hotels' point of view. Nonetheless, this research paper aims to make a comparison by finding the similarities and differences between the two different points of views to benefit the consumers in making smart choice and for hotels to come up with smart strategies in the future.

The research method used will be a qualitative and quantitative method by doing online questionnaire and interview surveys to collect the different opinions and comments. In this method, the study will gather information from a selected number of respondents to represent the consumers and the hotels, as known as, the sample group. The questionnaire will be a mixture of open-ended and close-ended questions, but the majority will focus on the close-ended as it is easy to collect and analyze data.

#### **3.2 Data Collection Method**

##### **3.2.1 Population**

The population will be divided into two clear sides: consumers' views and the hotel industry's view. The consumers group will be a mix of nationality, age range



with a decent knowledge or experience of booking hotels in Phi Phi Island. On the other hand, the hotel's side will be from hotel owners and employees in Phi Phi Island.

### **3.2.2 Sampling**

Population and samples used in this research. The researcher has defined the population and sample group as follows.

#### 1) Population

The population used in this study is as follows:

1.1) Chief/Deputy Head of Marketing Department or hotel room from 4 stars to 1 Stars in Phi Phi Island Hotels, Krabi Province

1.2) Both Thai and foreign tourists who come to use the services of 4-star to 1-star hotels in Phi Phi Island, Krabi, all 10 hotels, including 1) PP Mountain Beach Resort 2) Phi Phi CoCo Beach Resort 3) Phi Phi Harbor View Hotel 4) Phi Phi Cliff Beach Resort 5) Phi Phi Island Cabana Hotel 6) Phi Phi Hotel 7) Phi Phi Banyan Villa 8) ChaoKoh Phi Phi Hotel & Resort 9) Chongkhao Resort and 10) Natacha Hotel

#### 2) Sample group

This study used league interviews and questionnaires to collect data from two sample groups as follows:

2.1) The key informants were interviewed with the chief/deputy head of marketing cotton or room cotton by using online purposive sampling.

2.2) The sample size of Thai and foreign tourists was determined by calculating the appropriate sample size for research using the calculation principle of Taro Yamane (1967) at a confidence level of 95% or set a discrepancy of not more than 0.05, which the sample obtained.

The sample group was collected from tourists who used 4-star to 1-star hotels in Koh Phi Phi hotels. Krabi Province, a total of 10 hotels, 20 people per hotel, total 200 people.

To minimize the spread of COVID-19, the stay at home and social distancing policy have been implemented. The sampling frame was distributed to 50 respondents by online questionnaire survey through Google Docs and complete

answering all questions, which were gathered from respondents who were higher than 18 years old and use the internet. Data were collected from the samples during July, 2022. Purposive sampling is used to choose the target respondents, and the researcher decides if the sample is acceptable to represent the target community. The researcher selected researcher's "friend" list on Facebook Messenger and Line.

For the hotel sample group, the sampling size is ten respondents. The questions will be distributed online using Line, Facebook Messenger, and interview face-to-face via Zoom. This study uses purposive sampling method is to select popular 1 to 4-Star Hotels in Phi Phi Islands ranking in TripAdvisor.com in 2022, which are PP Mountain Beach Resort, Phi Phi CoCo Beach Resort, Phi Phi Harbour View Hotel, Phi Phi Cliff Beach Resort, Phi Phi Island Cabana Hotel, Phi Phi Hotel, Phi Phi Banyan Villa, ChaoKoh Phi Phi Hotel & Resort, Chongkhao Resort, and Natacha Hotel. Data were collected from the samples during July, 2022

### **3.2.3 Questionnaire Designs**

The online questionnaire for consumers will be developed from the literature review, and it will be consisting of four components which are introduction, personal information questions, general questions and specific questions.

1. Introduction: Introducing the writer and the purpose of this questionnaire.
2. Personal Information Questions: To collect demographic information of the respondents including age, gender, and nationality to know a little bit more of their background information.
3. General Questions: There are five general questions which focus mainly on the respondents' experience and knowledge of Phi Phi Island.
4. Specific Questions: These are specific questions that focus mainly on the research questions "What are the key factors that influences consumer to reserve hotels in Thailand?" In this part, there will be some few multiple-choice questions as well a rating scale for the respondents to rate from 1-5 as well as statements to rate that measures the intensity of each respondents' attitudes from strongly agree to strongly disagree.

Similarly, the questionnaire for the hotels' industry will consists of the

introduction, personal information questions and specific questions. The questions are developed according to the last part of the research questions “... in relation to the hotel’s point of view in customer selection” which indicated the perspectives of the hotel in Phi Phi Island regarding consumer selection and booking in hotels.

1. Introduction: Introducing the writer and the purpose of this questionnaire

2. Personal Information Questions: To collect background and demographic information of the respondents which include age, gender, the hotels he/she worked in, how long he/she has been working and their role in the job.

3. Specific Questions: To focus mainly on finding out more about the hotels’ opinion on consumers selecting and finally booking the hotel to be able to make further comparison and recommendations in the conclusion.

### 3.2.4 Measurement of the Variables

A five-point Likert scale with ranges as shown in table 1 is employed to gauge participants' levels of agreement with the statements they were inquired on.

**Table 3.1** Likert Scale Calculation

<b>5-Point Likert Scale</b>	<b>Scoring Scale with Interval for Inferential</b>	
<b>Level of Value</b>	<b>Score</b>	<b>Scoring Range</b>
Very High	5.00	5.00-4.50
High	4.00	4.49-3.50
Neutral	3.00	3.49-2.50
Low	2.00	2.49-1.50
Very Low	1.00	1.49-1.00

### **Hypothesis Testing**

Hypothesis 1-5: There is a positive relationship between the motivation factors of consumers and consumer behaviors to make hotel reservations in Phi Phi Island.

- Independent Variable: Location, Review, Accommodation, Price, and Service
- Dependent Variable: Behavior of service selection of hotel customers

### **3.3 Data Analysis**

SPSS software is used to analyze the data collected from completed 50 questionnaires. The data analysis of each part of questionnaire will be done by following: 1.

Part 1: Percentage and Frequency

- To describe the key factors of target respondents who make hotel reservations in Phi Phi Island and hotels using descriptive statistics in the form of pie charts and bar charts. Demographics general behavior and factor analysis from both perspectives.

Part 2: Cross Tabulations

- The cross tabulation was used to develop the contingency table for two categorical variables to describe the key factors that consumers and hotels' perspectives considered when making hotel reservation in Phi Phi Island.

Part 3: The Statistical tools for hypothesis testing

- To test the relationship of the factors affecting consumer behavior towards making reservation in Phi Phi Island by using Multiple Regression

## **CHAPTER IV**

### **RESEARCH FINDING**

The study on Hotel selection on Phi Phi Island: business and tourists' perspectives were a survey of a sample of 200 online internet users nationwide in order to analyze and present the following issues:

#### **4.1 Results of basic statistical analysis of general data**

In this section, the researcher presents the results of the analysis of basic statistics of general information and personal online spending behavior, amounting to 18 variables, namely (1) Gender (2) Age (3) Nationality (4) Perceptual channels. Phi Phi Island Information (5) Getting to Phi Phi Island (6) Reasons for Visiting Phi Phi Hotels (7) Phi Phi Experiences (8) Number of Nights Staying on Phi Phi Island (9) Factors in Choosing a hotel on Phi Phi Island (10) hearing hotel information 11) Online booking website 12) Finding reviews when choosing a hotel 13) Requesting hotel information by calling or texting 14) Choosing hotels with the best discounts and promotions 15) Choosing a well -informed hotel in Koh Phi Phi is expensive 16) Choosing a hotel with lots of activities in the surrounding environment 17) feeling of relaxation, quietness 18) The ability to visit Phi Phi without having to book a hotel in advance

For information of executives and staff of hotels on Phi Phi Island. Krabi Province From the sample of 10 hotels, there were 10 variables as follows: 1) age 2) gender 3) workplace 4) hotel class 5) role in the hotel 6) length of work 7) reasons for visiting Koh Phi Phi hotels 8) Customer booking channel 9) discounts on the platform 10) your target consumers, whose analysis results are shown in Table 4.1.

**Table 4.1** Number and Percentage of Samples

(n = 200)

<b>Variable</b>	<b>Type</b>	<b>Number</b>	<b>Percentage</b>
1. Gender	Female	127	63.5
	Male	73	36.5
2. Age	21 – 39 years	23	11.5
	26 – 35 years	53	26.5
	36 – 45 years	36	18
	46 – 60 years	59	29.50
	above 60 years	29	14.50
3. Nationality	Thai	80	40
	Foreigner	120	60
4. Channels to get information about Phi Phi Island	Social Media	101	50.50
	TV	19	9.50
	News	0	-
	Blogs	51	25.50
	Friends/ Family	29	14.50
	Other	0	-
5. Traveling to Phi Phi Island	Ferry	142	71.00
	Speedboat	58	29.00
	Personal boat	0	-
	Other	0	-
6. Reasons to visit Koh Phi Phi Hotel	Rest and relaxation	147	73.50
	Visiting friends and relatives	53	26.50
	Business related	0	-
	Other	0	-
7. Experience of visiting Phi Phi Island	Yes	126	63
	No	74	37



**Table 4.1** Number and Percentage of Samples (Cont.)

(n = 200)

Variable		Type	Number	Percentage
8.	Number of nights on Phi Phi Island	1	0	-
		2	148	74.00
		3	23	11.50
		4	29	14.50
		More than 4	0	-
9.	Factors for choosing a hotel on Phi Phi Island	Location	0	-
		Reviews	82	41.00
		Accommodations & facilities	29	14.50
		Prices	89	44.50
		Service quality	0	-
10.	hearing hotel information	Social Media	93	46.50
		Family/Friends	54	27.00
11.		Blogs	0	-
		News	24	12.00
		Books	0	-
		Travel Agency	29	14.50
		Others	0	-
12.	Online booking website	Hotel Direct Website	0	-
		Agoda.com	41	20.50
		Booking.com	70	35.00
		Hotels.com	29	14.50
		Expedia.com	31	15.50
		Traveloka.com	0	-
		Book via travel agents	29	14.50
		Book direct to the hotel	0	-
Other	0	-		



From the analysis results in Table 4.1, it was found that most of the respondents were female (63.5%). Most of the samples were aged between 46 – 60 years old (29.5%), followed by aged between 26 – 35 years old (percent 26.5), which is the age of working age with high purchasing power. At the same time, most of the respondents are foreigners, who are customers of Koh Phi Phi hotels in Krabi Province, up to 60 percent. That shows that tourists started to return after the COVID-19 situation eased.

As for the behavior of hotel users on Phi Phi Island, it can be analyzed from the data of the respondents that they have the most recognition channels on Phi Phi Island from social media, 50 percent, followed by blogs, 25 percent. 71% of tourists used to travel by ferry. and speedboat 29%, while the reasons for visiting Phi Phi hotels were rest and relaxation (73.5%) and the remaining 26.5% were visiting friends and relatives. Most of them were visiting Phi Phi for the first time. 63 and planning to stay on the island for 2 nights, 74% in line with statistics on the average spending data of tourists on Phi Phi Island, most of which cost 5,000 – 10,000 baht and spend 1 – 3 days of rest. Wan (Savinee, 2015)

The sample group gave reasons for choosing a hotel on Phi Phi Island, considering the price of accommodation and reviews of 44.5 percent and 41 percent of people who have used the service. Travelers get most hotel information from social media (46.5%) and from friends and family (27%). They make reservations through Booking.com was the most followed by Agoda.com, 35% and 20% respectively.

**4.2 The results of the opinion level analysis on the behavior of hotel service users and the 7P marketing mix factors of service users are shown in Table 4.2 – 4.6 as follows.**

**4.2.1 Mean, standard deviation and the level of opinions about the behavior of hotel customer**

**Table 4.2** Mean Standard Deviation and the level of opinions about the behavior of hotel customer

Question	n = 200		level of opinions
	Mean	S.D.	
1. I always look up for reviews when selecting a hotel	4.37	0.52	Strong Agree
2. I always call or message direct to the hotel for more information	4.14	0.55	Agree
3. I choose hotel that offer the best discount and promotion	4.52	0.54	Strong Agree
4. I choose hotel that has up-to-date information	4.05	0.57	Agree
5. Hotels in Phi Phi Island is expensive	4.05	0.58	Agree
6. I choose hotel that has a lot of activities in the surrounding environment	4.05	0.58	Agree
7. I prefer that is relaxing, quiet and peaceful	4.05	0.58	Agree
8. I can visit Phi Phi Island without having to book a hotel in advance	4.04	0.58	Agree
Total Average	4.14	0.57	Agree

From Table 4.2 shows the level of opinions about the behavior of hotel customer with an average level of 4.14.

When considering each item from independent factors, it was found that the sample group agreed the most (the mean was 4.52) in choosing a hotel from the hotel's discount offers and promotions, followed by user reviews because they are reliable (the mean was 4.37), while other factors have a high level of agreement

#### 4.2.2 Mean, standard deviation and the level of opinions about the marketing mix factors of hotel customers on Phi Phi Island, Krabi Province.

**Table 4.3** Mean Standard Deviation and the level of opinion about the 7P marketing mix factor in terms of products and services

Question	n = 200		
	Mean	S.D.	level of opinions
1. Image and reputation	4.37	0.52	Strong Agree
2. Well known and being acceptable.	4.14	0.55	Agree
3. Varieties of room type.	4.08	0.60	Agree
4. Facilities provide when the rooms.	4.52	0.54	Strong Agree
5. Aesthetic decoration and style.	4.06	0.57	Agree
6. Varieties of other facilities such as swimming pool, fitness center, spa	4.05	0.57	Agree
7. Varieties of food and beverage restaurant.	4.05	0.58	Agree
8. Varieties of package tours such as diving, snorkeling, rock Climbing	4.05	0.58	Agree
9. Recommended by travel agencies.	4.05	0.58	Agree
10. Availability of limousine service.	4.04	0.58	Agree
Total Average	4.14	0.57	Agree

From Table 4.3 shows the level of opinion about the 7P marketing mix factors in terms of products and services.

Overall, it was found that the samples were satisfied with the products and services at a high level. However, after considering the subsections, it was found that the sample group saw that using the hotel services on Phi Phi Island had a good image and reputation of the hotel, complete room facilities and a variety of services, which were satisfied. at the highest level. While other hotel facilities such as swimming pools, spas, restaurants, variety of food and travel packages were satisfied only at a high level.

**Table 4.4** Mean Standard Deviation and the level of opinion about the 7P marketing mix factor in terms of price

Question	n = 200		
	Mean	S.D.	level of opinions
1. Room rates are show clearly.	3.72	0.79	Agree
2. Reasonable room price compared to other accommodations in the same level.	3.59	0.83	Agree
3. Reasonable room price compared to facilities.	3.samplr	0.73	ปานกลาง
4. Reasonable room price compared to room size.	3.72	0.79	Agree
5. No charge or low-rate charge for facilities and service.	3.59	0.83	Agree
Total Average	3.58	0.79	Agree

From Table 4.4 shows the level of opinions about the 7P marketing mix factor in terms of price (Price). Overall, it was found that the sample group were satisfied with the price at a high level. After considering sub clauses, it was found that the sample group saw that using a hotel service on Phi Phi Island was worthwhile and the service price was clearly stated with a high level of satisfaction. But the group of respondents were moderately satisfied with the room price compared to the facilities.

**Table 4.5** Mean Standard Deviation and the level of opinion about the 7P marketing mix factor in terms of distribution channels.

Question	n = 200		
	Mean	S.D.	level of opinions
1. Accommodation area direction and accessibility.	4.21	0.57	Strong Agree
2. The location is closed to tourist attractions.	4.13	0.60	Agree
3. The location is close to the beach.	4.00	0.71	Agree
4. The location is close to night life area.	4.07	0.63	Agree
5. The location is located in beautiful scenery.	4.00	0.71	Agree
6. The location is in the city.	4.07	0.63	Agree
Total Average	4.08	0.64	Agree

From Table 4.5 shows the level of opinion about the 7P marketing mix factor in terms of distribution channels (Place). Overall, it was found that the sample group were satisfied with the distribution channels at a high level. After considering sub clauses, it was found that the subjects had the highest level of satisfaction in using hotels on Phi Phi Island, convenient for traveling and close to other tourist attractions.

**Table 4.6** Mean Standard Deviation and the level of opinions about the 7P marketing mix factor in marketing promotion

Question	n = 200		
	Mean	S.D.	level of opinions
1. Special discount for using a credit card.	4.18	0.55	Agree
2. Offering member card to obtain special discount.	4.07	0.60	Agree
3. Public relation & media advertising/broadcasting.	4.02	0.58	Agree
4. 26.Free service such as suana, fitness, and yoga.	4.01	0.61	Agree
5. 27.Special rate offer if reserving on website.	4.01	0.61	Agree

**Table 4.6** Mean Standard Deviation and the level of opinions about the 7P marketing mix factor in marketing promotion (Cont.)

Question	n = 200		
	Mean	S.D.	level of opinions
6. Activities or Special events during festivals such as New's year Day, Song Kran Day.	4.07	0.60	Agree
7. Special rate or corporate rate when reserving with travel agent.	4.02	0.58	Agree
8. Free pick up from airport, bus station or ferry station.	4.18	0.55	Agree
Total Average	4.07	0.58	Agree

From Table 4.6 shows the level of opinion about the 7P marketing mix factor in marketing promotion.

Overall, it was found that the sample group were satisfied with marketing promotion at a high level. After considering sub clauses, it was found that the subjects were satisfied at a high level. Including public relations activities, giving discounts, making membership cards and special events on important days.

**Table 4.7** Mean Standard Deviation and the level of opinions about the 7P marketing mix factor in Personalization.

Question	n = 200		
	Mean	S.D.	level of opinions
1. Polite and nice services of staff.	4.00	0.63	Agree
2. Expectation of prompt service from front officers.	3.33	0.83	moderate
3. Expectation of accuracy from reservationists.	3.32	0.84	moderate
4. Expectation of English communication skill from staff.	4.00	0.63	Agree



**Table 4.7** Mean Standard Deviation and the level of opinions about the 7P marketing mix factor in Personalization. (Cont.)

Question	n = 200		
	Mean	S.D.	level of opinions
5. Expectation of other language communication skill from staff.	3.33	0.83	moderate
Total Average	3.59	0.75	Agree

From Table 4.7 shows the level of opinion about the 7P marketing mix factor in the use of Personalization. In summary, it was found that the sample group were satisfied with the use of personal services at a high level.

After considering sub clauses, it was found that the subjects were satisfied at a high level only in providing information about the online trading system for products and services to customers, while moderately satisfied with the communication channel with staff and response and interaction of staff (Contact Center)

**Table 4.8** Mean Standard Deviation and the level of opinion about the 7P marketing mix factor in service process

Question	n = 200		
	Mean	S.D.	level of opinions
1. Convenience to get information.	3.25	0.78	moderate
2. Convenience to book room on website.	3.24	0.79	moderate
3. Convenience to book room by telephone.	3.23	0.78	moderate
4. Convenience to book room by e-mail.	3.25	0.78	moderate
5. Convenience to pay deposit.	3.24	0.79	moderate
6. Convenience to check in/out.	3.23	0.78	moderate
7. Accuracy of room reservation.	3.24	0.79	moderate
Total Average	3.24	0.78	moderate

From Table 4.8 shows the level of opinion about the 7P marketing mix factor in the service process (Process). In summary, it was found that the samples were satisfied with the service process at a moderate level. When considering the subsections, it was found that the sample group was satisfied with the medium level of providing hotel information, room reservations, and check in/out.

**Table 4.9** Mean Standard Deviation and the level of opinions about the 7P marketing mix factors in terms of the physical environment (Physical)

Question	n = 200		
	Mean	S.D.	level of opinions
1. Adequacy of security systems such as guards, fire engines and safe boxes.	3.25	0.78	moderate
2. Accommodation design and layout.	3.24	0.79	moderate
3. Lobby decoration.	3.23	0.78	moderate
4. Guest rooms decoration.	3.23	0.78	moderate
5. Separate area for private feel of customer	3.24	0.79	moderate
Total Average	3.23	0.78	moderate

From Table 4.8 shows the level of opinion about the 7P marketing mix factors in terms of physical environment (Physical). In summary, it was found that the subjects were satisfied with the physical environment at the moderate level. When considering the sub-sections, it was found that the sample group were satisfied with the safety system, beautiful hotel decoration, and Separate area for private feel of customer.

### 4.3 Results of data analysis based on hypotheses

#### 4.3.1 Pearson correlation coefficient analysis between observed variables

The correlation coefficients were analyzed between the observed variables by considering the Pearson's Product Moment Correlation coefficient. To verify the preliminary agreement of the multiple regression model analysis, which can be done by bringing the variables used in the study into regression analysis, which found that the variables that are positively correlated with hotel selection behavior of customers (behavior) consisted of gender (sex), age (age), nationality (nation), channel to know Phi Phi information (channel), travel to Phi Phi Island (travel), reasons for visiting the Phi Phi hotel. Phi Phi Island (reason) Phi Phi Island Experience (experience) Number of nights on Phi Phi Island (night) Phi Phi Island Hotel Selection (selection) hearing hotel information (hearing) Online booking website (booking) Satisfaction with products and services (product), satisfaction with price (price), satisfaction with distribution channels (place), satisfaction with marketing (promotion), satisfaction with personal service (personal) satisfaction in privacy (privacy), satisfaction in service process (process) and satisfaction in the physical environment (physical)

The results of Pearson correlation coefficient analysis among 16 variables are shown in Table 4.9.

The correlation coefficient between the variables showed that the relationship between all 19 pairs of variables. Those variables are correlated and the correlation of all pairs of variables has the same direction. The coefficients between the variables were positive correlation. The size of the relationship or the correlation coefficient was between 0.34 to 0.69 with a statistical significance level of 0.01 when considering the correlation coefficient between the observed variables. Kline (2005) said that the correlation coefficient between the observed variables had Values greater than 0.85 result in multiple line joining problems. (Multicollinearity). From the analysis, it was found that the correlation coefficient between all pairs of observed variables was not more than 0.85. Therefore, there may not be a problem of conjunction with multiple linearity (Multicollinearity).

**Table 4.9** Correlation coefficients between variables

	behavior	Gender	Age	Nation	channel	travel	reason	experience	night	selection	hearing	booking	product	price	place	promotion	personal	Process	Physical	
behavior	1.00																			
Gender	0.20	1.00																		
Age	0.20	0.18	1.00																	
Nation	0.29	-0.13	0.44	1.00																
channel	-0.08	0.11	0.37	-0.24	1.00															
travel	-0.04	0.48	0.21	-0.13	0.22	1.00														
reason	0.06	0.46	-0.52	-0.18	-0.53	0.34	1.00													
experience	0.15	0.58	0.65	0.03	0.60	0.17	-0.46	1.00												
night	0.04	0.09	0.34	0.13	0.78	0.52	-0.33	0.40	1.00											
selection	-0.02	0.42	-0.29	0.27	-0.48	0.32	0.63	-0.15	-0.19	1.00										
hearing	0.29	0.26	0.40	0.49	0.45	0.41	0.00	0.26	0.79	0.03	1.00									
booking	0.07	-0.01	0.67	0.24	0.43	0.66	-0.27	0.24	0.70	-0.27	0.60	1.00								
product	0.00	-0.04	0.07	0.07	-0.06	0.02	-0.07	0.02	-0.01	0.01	-0.04	0.06	1.00							
price	0.05	-0.01	0.09	0.07	0.04	-0.01	-0.09	0.07	0.04	-0.04	0.03	0.05	0.68	1.00						
place	-0.02	-0.08	0.06	0.03	0.05	-0.05	-0.14	0.05	0.03	-0.05	-0.03	0.02	0.61	0.68	1.00					
promotion	0.02	-0.05	0.02	0.04	-0.04	-0.05	-0.08	0.03	-0.03	-0.02	-0.05	-0.01	0.60	0.67	0.61	1.00				
personal	0.02	-0.09	-0.07	-0.04	-0.09	-0.06	-0.01	-0.08	-0.11	0.01	-0.15	-0.08	0.40	0.39	0.49	0.44	1.00			
Process	0.02	-0.11	0.00	0.03	-0.03	-0.05	-0.08	-0.04	-0.02	-0.04	-0.06	0.01	0.34	0.32	0.43	0.36	0.70	1.00		
Physical	0.02	-0.11	0.00	0.03	-0.03	-0.05	-0.08	-0.04	-0.02	-0.04	-0.06	0.01	0.34	0.32	0.43	0.36	0.70	1.00	1.00	

### 4.3.2 Results of data analysis to answer research objectives and hypotheses (test of hypothesis)

#### 4.3.2.1 Test results of hypothesis 1

(H1): Demographic factors had a positive effect on service selection behavior of Phi Phi Island hotel customers in the same direction. This can be explained as follows.

H0:  $\beta_1 = 0$  (the demographic factors and service selection behavior of Koh Phi Phi hotel customers are not correlated)

H1:  $\beta_1 \neq 0$  (Demographic factors and service selection behavior of Koh Phi Phi hotel customers are related.)

**Table 4.10** Results of the analysis of demographic factors have a positive effect on the behavior of choosing services of Phi Phi Island hotel customers.

Results of test#1 Explanatory Variables	Decision			
	Coefficient	Std. Err.	t	P>  t
Constant	2.417	0.142	16.970	0.000***
Age	0.007	0.025	0.280	0.782
Gender	0.209	0.060	3.480	0.001***
Nation	0.263	0.065	4.080	0.000***
Number of observations	200			
R-squared	0.1418			
Adjusted R <sup>2</sup>	.01286			
F stat	10.79			

Note: \*\*\* Statistically significant at the 0.01 level

\*\* Statistically significant at the 0.05 level

\* Statistically significant at the 0.10 level

From the results of the hypothesis analysis 1, it shows that demographic factors affect the service selection behavior of Phi Phi Island hotel customers. It was found that the R-Square value was 0.14 and the Adjusted R-Square

value was 0.12. Some demographics, namely sex and ethnicity, can explain the distribution of the dependent variable, namely, the customer's choice of hotel service behavior on Phi Phi Island, 14%.

Testing the statistical significance of the independent variable coefficients based on t-Statistics.

It can be concluded that demographic factors are significantly correlated with the choice of services of Phi Phi Island hotel customers at the 95% confidence level.

The test shows that when demographic factors are changing, it will result in a positive change in the behavior of customers choosing Phi Phi hotel services.

From the hypothesis test, there is enough reason to reject  $H_0$ , so accept  $H_1: \beta_1 \neq 0$ , that is, the demographic factor and the service selection behavior of Phi Phi Island customers are related according to the research hypothesis.

The author has considered the gender variable and the personal spending behavior of consumers through online channels and found that the P-value is equal to 0.000, which is less than the  $\alpha$  value of 0.05. Therefore, it is concluded that the results of this test reject  $H_0$  and accept  $H_1$ . Therefore, gender influences consumers' personal spending behavior through online channels. The findings are consistent with many previous studies that have found that gender is also an important market segmentation variable. Marketers must study this variable carefully. Because at present there is a change in gender variables in consumption behavior, such change may be caused by an increase in the number of women working.

For the nation variable and personal spending behavior of consumers via online channels, it was found that the P-value was equal to 0.001, which was less than the  $\alpha$  value of 0.05. Therefore, it was concluded that the results of this test rejected  $H_0$  and accepted  $H_1$ . Therefore, nation influences consumers' personal spending behavior through online channels. The results of the research are consistent with many previous studies that found that race has an influence on living outside the home, consistent with Sombat's (2006) research. claims that the behavior of eating out in Yaowarat area of consumers in Bangkok found that different nationalities affect the behavior of eating out in Chinatown in Thailand.



#### 4.3.2.2 The result of testing the hypothesis 2

(H2): The marketing mix factors in each aspect have a positive effect on the service selection behavior of Phi Phi Island hotel customers in the same direction, which can be explained as follows.

H0:  $\beta_1 = 0$  (Marketing mix factors in each aspect and service selection behavior of Koh Phi Phi hotel customers are not related).

H1:  $\beta_1 \neq 0$  (Marketing mix factors in each aspect and service selection behavior of Koh Phi Phi hotel customers are related)

**Table 4.11** Results of the analysis of marketing mix factors in each aspect have a positive effect on the service selection behavior of Phi Phi Island hotel customers.

Results of test#3 Explanatory Variables	Decision			
	Coefficient	Std. Err.	t	P>  t
Constant	0.502	0.043	11.640	0.000***
Product	-0.002	0.013	-0.120	0.908
Price	0.008	0.011	0.760	0.446
Place	-0.021	0.015	-1.420	0.156
Promotion	-0.001	0.013	-0.060	0.949
Personal	0.004	0.011	0.350	0.728
Process	-0.003	0.009	-0.340	0.735
Physical	0.014	0.012	1.230	0.220
Number of observations	200			
R-squared	0.014			
Adjusted R <sup>2</sup>	-0.021			
F stat	0.42			

Note: \*\*\* Statistically significant at the 0.01 level

\*\* Statistically significant at the 0.05 level

\* Statistically significant at the 0.10 level

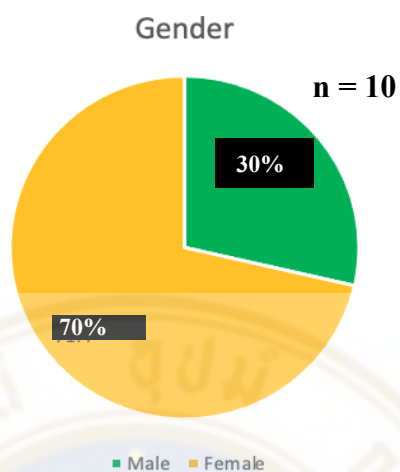
The results of the analysis of Hypothesis 2 showing that the marketing mix factors in each aspect affect the service selection behavior of Phi Phi Island hotel customers, it was found that the R-Square value was equal to 0.014 and the Adjusted R-Square value was -0.021. It shows that the independent variable, marketing mix factor, can explain the distribution of the dependent variable, which is the customer selection behavior of Phi Phi Island hotels, by 1.4 percent. And from testing the statistical significance of the independent variable coefficient by considering t-Statistics concludes that the marketing mix factors are significantly related in the same direction to the personal spending behavior of consumers through online channels at the 95 percent confidence level.

The test shows that when the marketing mix factors change, it will result in the behavior of customers choosing to use Phi Phi Island hotels to change in a positive direction. The hypothesis testing, there is enough reason to reject  $H_0$ . Therefore,  $H_1$  is accepted:  $\beta_1 \neq 0$ . That is, there is a relationship between the marketing mix factors and the behavior of customers choosing to use Phi Phi Island hotel services, which is in accordance with the research hypothesis set

However, when considering each aspect of the marketing mix, it was found that the related variables, namely Product, Price, Place, Promotion, Personal, Process, and Physical, had coefficient values greater than 0.05. It shows that the service selection behavior of the different Phi Phi Island hotel sample groups has marketing mix factors that are not significantly different at the 0.05 level. Therefore, based on past data and research, it can be said that the group of customers who use Phi Phi Island hotels is a group of customers with the same behavioral characteristics.

### Hotels' Perspectives

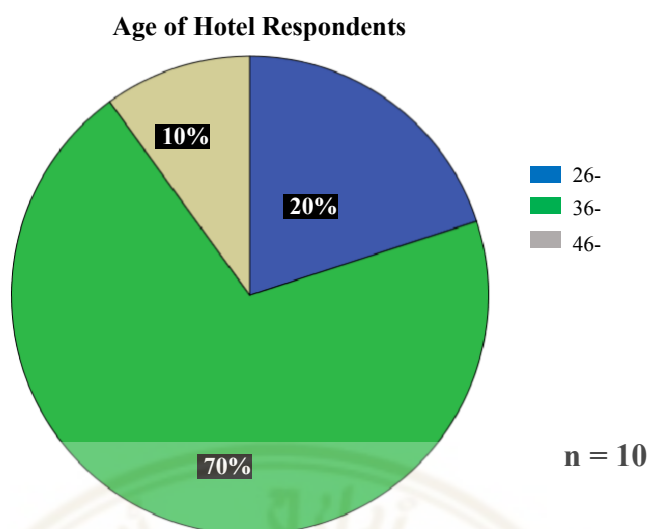
#### Demographic Information of Hotels Industry



**Figure 4.1** Hotel respondents categorized by Gender

Sources: Developed for this study

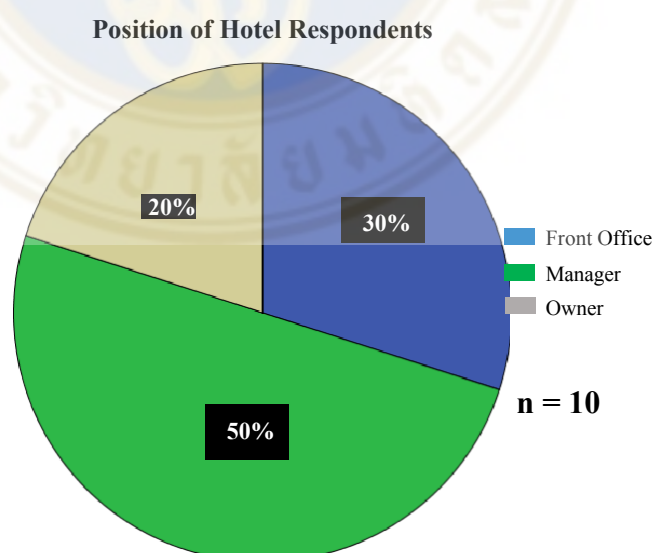
The results of the gender of the respondents who were interviewed as a representative of the hotels industry. As clearly shown, 7 respondents (70%) were female and 3 respondents (30%) were male. The data is shown above in Figure 4.22.



**Figure 4.2** Hotel respondents categorized by Age

Sources: Developed for this study

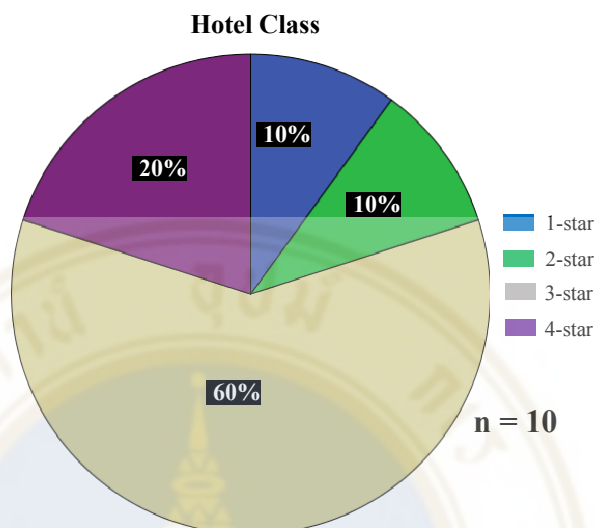
According to Figure 4.23, the age range of the respondents are mostly from 26-35 years old (2 respondents), followed by 36-45 years old (7 respondents), and 46-60 years old (1 respondent), respectively.



**Figure 4.3** Hotel respondents categorized by Working Position

Sources: Developed for this study

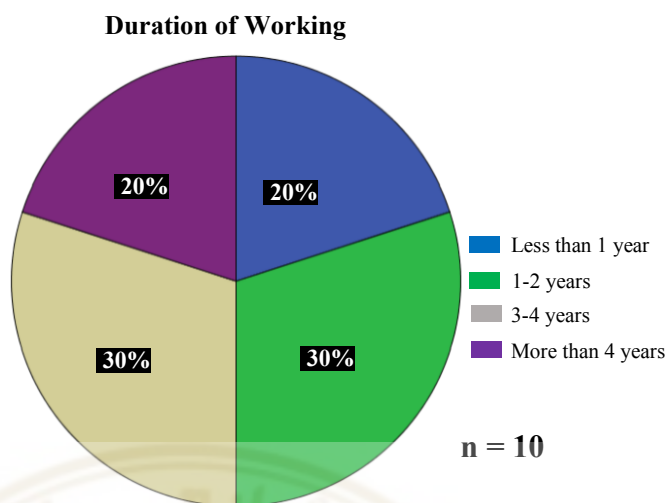
As shown in Figure 4.24, most of the job or working position of the respondents are mostly hotel managers (5 respondents), followed by front office (3 respondents), and hotel owners (2 respondents), respectively.



**Figure 4.4** Hotel respondents categorized by Hotel Class

Sources: Developed for this study

As shown in Figure 4.25, most of the hotel class of the respondents are mostly 3-star hotel (6 respondents), followed by 4-star hotel (2 respondents), whereas 2-star hotel (1 respondent) and 1-star hotel (1 respondent).



**Figure 4.5** Hotel respondents categorized by Duration of Working in their Job

Sources: Developed for this study

According to Figure 4.26, the last screening questions that were asked is finding out how long each person has been working in their job for. As depicted in the pie chart above, 3 respondents (30%) have been working for 1-2 years and 3 respondents (30%) has been working for 3-4 years, whereas 1 respondent has worked for less than 1 year and 1 respondent has worked more than 4 years.

#### Specific Questions for the Hotels Industry

The answers that were given is in the perspectives of people working in the hotel industry so it is from their point of view on how they think consumers would behave or think in a certain way.

The first question that was asked is to explore what hotels think are the top five factors' consumers would consider before selecting a particular hotel. The five factors were ranked in order of most influencing to least influencing which are:

- 1) Locations
- 2) Price
- 3) Reviews
- 4) Accommodations & Facilities
- 5) Service Quality



**Table 4.12** Ranking Order of the Influential Factors in the Hotel's Perspective

Hotel Name	Hotel Class	Influential Factors
PP Mountain Beach Resort	4-star Hotel	1st – Accommodation 2nd – Service 3rd – Location 4th – Review 5th - Price
Phi Phi CoCo Beach Resort	4-star Hotel	1st – Service 2nd – Location 3rd – Accommodation 4th – Review 5th - Price
Phi Phi Harbour View Hotel	3-star Hotel	1st – Location 2nd – Review 3rd – Accommodation 4th – Service 5th - Price
Phi Phi Cliff Beach Resort,	3-star Hotel	1st – Accommodation 2nd – Location 3rd – Price 4th – Service 5th - Review
Phi Phi Island Cabana Hotel	3-star Hotel	1st – Location 2nd – Review 3rd – Accommodation 4th – Price 5th - Service
Phi Phi Hotel	3-star Hotel	1st – Review 2nd – Location 3rd – Service 4th – Accommodation 5th - Price

**Table 4.12** Ranking Order of the Influential Factors in the Hotel's Perspective (Cont.)

Hotel Name	Hotel Class	Influential Factors
Phi Phi Banyan Villa	3-star Hotel	1st – Location 2nd – Review 3rd – Service 4th – Accommodation 5th - Price
ChaoKoh Phi Phi Hotel & Resort	3-star Hotel	1st – Review 2nd – Location 3rd – Service 4th – Accommodation 5th - Price
Chongkhao Resort	2-star Hotel	1st – Price 2nd – Service 3rd – Review 4th – Accommodation 5th - Location
Natacha Hotel	1-star Hotel	1st – Location 2nd – Price 3rd – Service 4th – Review 5th - Accommodation

The most influential factors are shown above in Table 4.2, most respondents or 4 respondents consider locations as the most influential factors. For the rest respondents, 2 respondents consider reviews and 2 respondents consider accommodation, whereas 1 respondent consider price and 1 respondent consider service.

Some of the reasons include

- “Locations is important as some places are far from way so guests would consider about their safety at night”
- “.... People want to be close to everything. Especially young tourist, they want to be close to the bar as they do not want to walk far from their room due to already drunk”

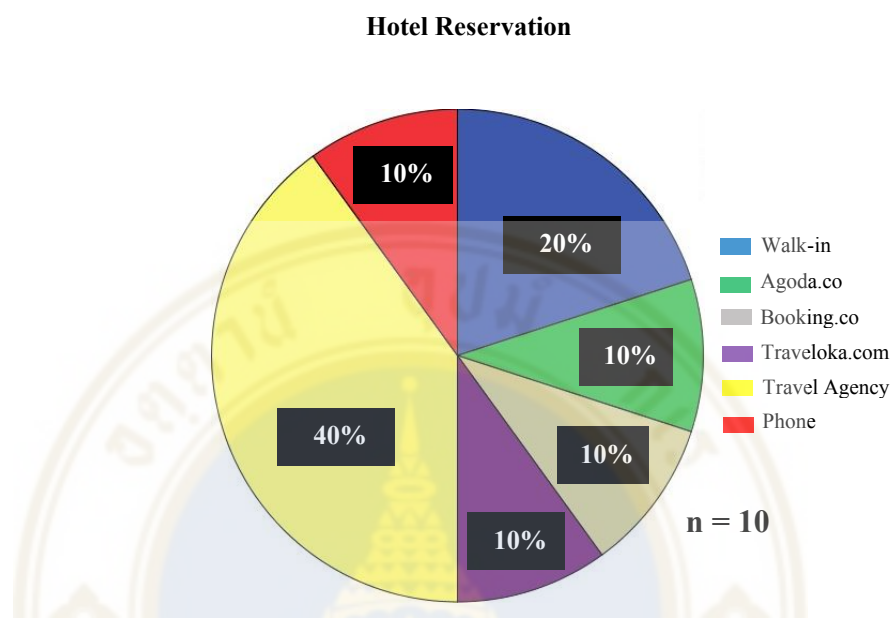
Because Phi Phi Island is a place with beautiful scenery. Therefore, some hotels are famous for their beautiful places because of the beautiful scenery, as they say. "Location is what hotels are known for. Guests like the location that is easily accessible. We are often complimented at the end of checkout for being very convenient. It's not far from the party scene, but the hotel still has enough room to relax." And guests will be concerned about accessibility and what they'll be able to access.

Furthermore, someone think price is the most influential because "... Travelling to Phi Phi is already expensive (plane and boat tickets) they would not want to spend an extra money for too expensive room. Therefore, price is the guest main concern". Similarly, in relation to the current situation of the global pandemic; COVID-19, the hotels industry think that guests would go for something cheap and affordable as they might just recover from a recession or unemployment due to the global pandemic and would not have much money to spend on travelling. Guests would look for something "worth the value for their money". Accordingly, price also comes with service quality and the accommodations and facilities hotels offer. They mentioned that to be able to make guest "satisfy" and feel their money paid are "worth it" should be from the variety of accommodations provided such as pools, restaurants, boat tours and the level of service the hotels are having to be able to create a "memorable experience".

However, the influential factors also depend on the type of audience. For example, hotels that get mostly young adults and younger generation consider price to be more important as they might be staying on a budget. On the other hand, hotels that aim for couples and group consumers would consider accommodations and facilities as there should be enough variety for guest to choose from. The more option they have, the more likely guests would pay as an inclusive package. It also depends on the level of income of the consumers.

For instance, consumer at a higher class can afford more and would consider price the least influential, while choosing hotels based on reviews as pictures and videos on social media influences and create interest for them to "create similar contents". Nonetheless, reviews are important for hotels as it can determine the reputation of the hotel, whether it is good or bad. "Reviews has domino effects" said

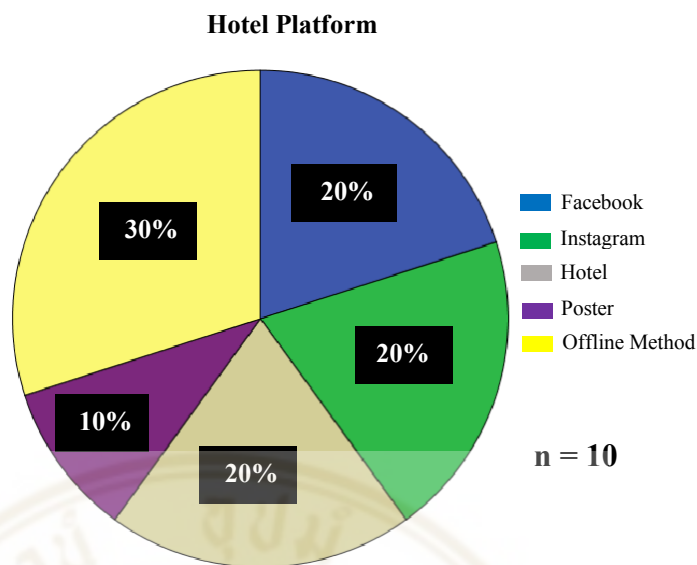
by one of the respondents as technology and access to the internet allow people to easily search and look up for reviews online. The comments and words spread fast, and hotels must make sure they manage positive reputations of it.



**Figure 4.6** Method of Reservation in the Hotel's Perspective

Sources: Developed for this study

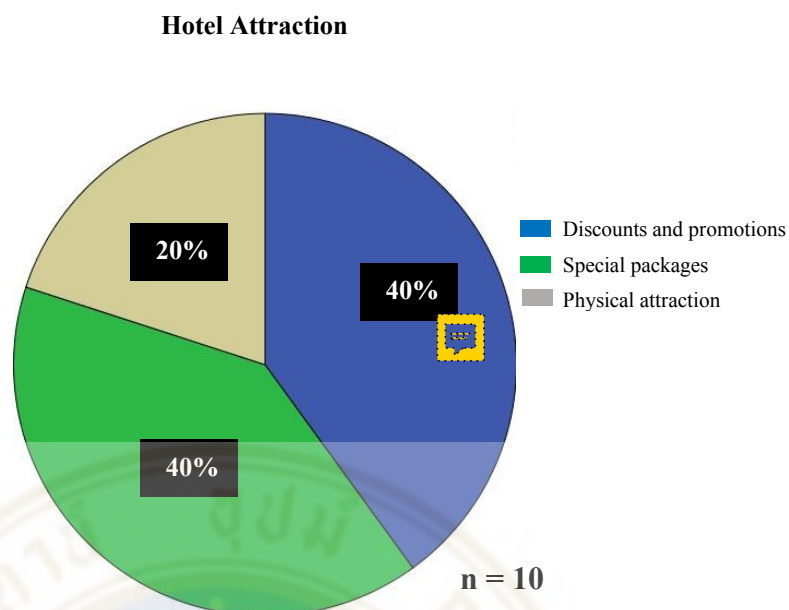
According to Figure 4.27, the most popular method of reservation is travelling agency (4 respondents), followed by walk-in (2 respondents), whereas the rest of method of reservation are Agoda.com (1 respondent), Booking.com (1 respondent), Traveloka.com (1 respondent), and phone call (1 respondent). It is not surprising that many reservations are done online or as known as Online Travel Agency (OTA) which are online companies for consumers to book various travel related services directly via the internet (Landman). Respondents mentioned that guest would often book via OTA due to its "convenience". Surprisingly, people would choose not to book hotel in advance and would select a hotel once they have seen or arrived the place first. This is usually popular among backpackers where they would want to check on the price and locations first to make sure it is worth their money because the price of hotels on OTA and at front house is usually different for book via travel agents or walk-in method.



**Figure 4.7** Type of Platforms for promotion by the hotel industry

**Sources:** Developed for this study

According to Figure 4.28, following a similar trend, the most popular platform hotels would use to promote or create awareness and interests from their target audience is doing it on an online platform. Whereas offline method (word-of-mouth) (3 respondents) is still most platforms are Facebook (2 respondents), Instagram (2 respondents), and Hotel website (2 respondents). In addition, the last type of platform is poster (1 respondent). As expected, most popular for respondents who have recommendations from friends or family. The rest of hotels stop using an offline method to promote as now the technology, internet and social media Booking.com should create a feature that allow hotels to post more videos rather than photos or plain text as people now are more interest in videos with sounds and music, for instance, the has become the main part of everyone's lives. If the consumers are online and so should businesses too. Nevertheless, one of the respondents suggests that OTA such as Agoda.com or popularity of Tik Tok.



**Figure 4.8** Promotional way and activity by the hotels industry

**Sources:** Developed for this study

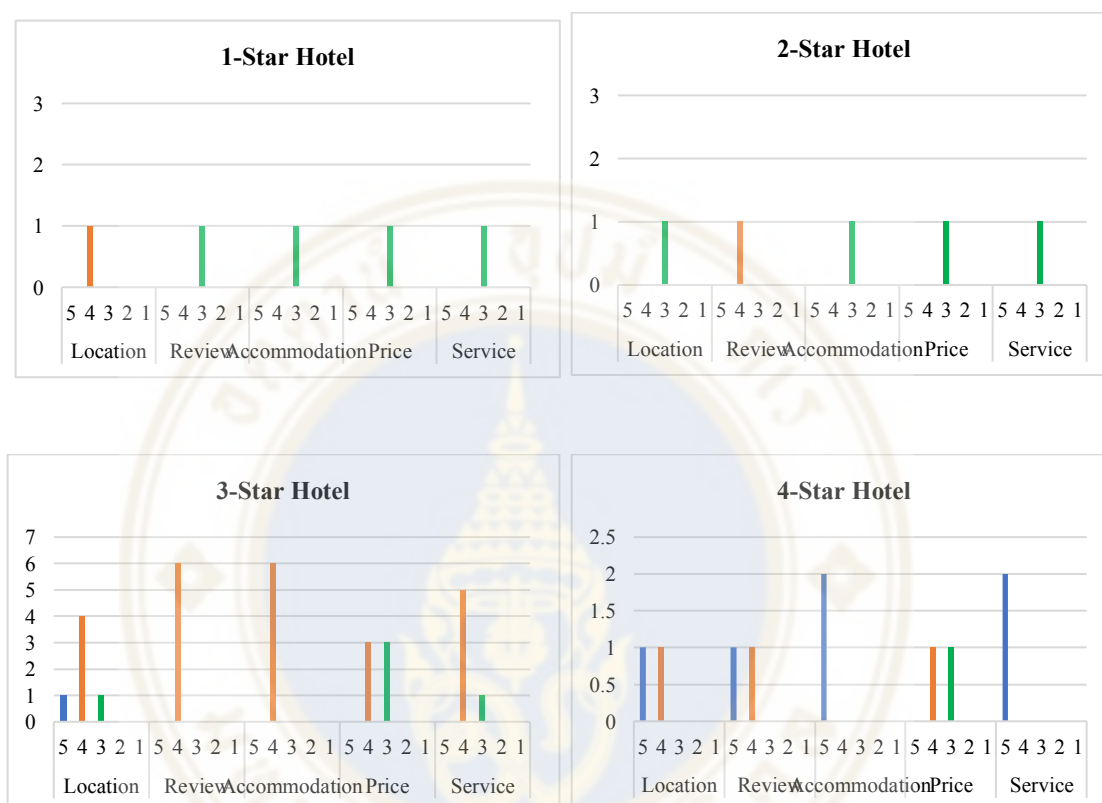
In relation to the questions in Figure 4.29, hotels would equally divide their promotion between giving discounts and promotions with 4 respondents such as monthly discounts and offering special packages. Special packages with 4 respondents are commonly used for hotels that aims at group travels and people who like to travel in big groups. The rest is the attraction of the hotel, such as the design of the hotel or the rooms. 2 respondents.

#### **Cross Tabulations Analysis of Hotel's perspectives**

Figure 4.30 shows the cross-tabulation analysis between variable of hotel class and the motivational factors: location, review, accommodation, price, and service. According to Qi and Qiang (2013), star rating has similar effect on pricing as electronic word-of-mouth because it is an indicator of quality and a measurement of level of facilities and service standards. However, star rating is different from brand recognition and reputation. Hotels with higher star ranking are usually higher priced and guests have to review the tradeoff between benefits and costs.



Respondents are also asked to rate what extent you agree or disagree with each of the following factors in hotels' perspectives include location, reviews, accommodation, price and services; a scale rating from 1-5 in which 1 being the least influential and 5 being the most influential.



**Figure 4.9** Hotel class by motivational factors: location, review, accommodation, price, and service

Sources: Developed for this study

	Location	Review	Accommodation	Price	Service
1-star (n=1)	4	3	3	3	3
2-star (n=1)	3	4	3	3	3
3-star (n=6)	4	4	4	3.5	3.83
4-star (n=2)	4.5	4.5	5	3.5	5

According to figure 4.30, the comparison of the different hotel class with the motivational factors: location, review, accommodation, price, and service as the following:

- The 1-star hotel emphasize the influential factor is location with 1 respondent. Whereas they neutrally focus on review, accommodation, price, and service with 1 respondent per factor.
- The 2-star hotel emphasize the influential factor is review with 1 respondent. Whereas they neutrally focus on location, accommodation, price, and service with 1 respondent per factor.
- The 3-star hotel emphasize the most influential factor is location with 1 respondent, whereas they focus on the influential factor are review and accommodation with 6 respondents per factor rather than service with 5 respondents and price with 3 respondents.
- The 4-star hotel emphasize the most influential factor are service and accommodation with 2 respondents per factor rather than location and review with 1 respondent, whereas price is the influential factor with 1 respondent.

Summary results from interviews with a sample group of heads/deputy heads of marketing departments or hotel rooms in Phi Phi Island, Krabi Province are as follows:

1) General factors

From interviews with a sample of heads/deputy heads of marketing departments or hotel rooms, it was found that the potential and strengths of the hotel that make it known cause customers to choose to use the hotel's services. Most of them are advertising media and hotel promotions, the uniqueness or difference of the hotel, while some hotels claim that the strength of the hotel depends on the location and the care and services provided by personnel in the organization are more important.

2) Service quality (Tangible)

From the interviews, it was found that service quality factors in terms of physical appearance that can be touched will affect customers' return to use the service. For example, many hotels provide shuttle service from the pier or even airport to the hotel. While some hotels emphasize the service of energetic staff and the uniqueness of a beautiful and luxurious hotel.

3) Reliability

Many hotels are aware that the quality of their service and reliability affects repeat customer service. Therefore, many hotels focus on the uniqueness and distinctiveness of the hotel. Including modern amenities. Meanwhile, some hotels try to maintain brands that have a long-standing reputation for service standards that customers feel are reliable.

4) Responsiveness

From the interviews, it was found that many hotels emphasize the quality factor of service in responding to service users by organizing regular training for employees, especially in dealing with problems that may occur in order to be most effective with both sides, that is, both the customer and the hotel. Similarly, many hotels are trying to improve their check-in and check-out standard systems in a way that is not too fast and not too slow, usually within 3 -5 minutes, and has complete standards in service and checking of stay documents. For the safety of customers' stay

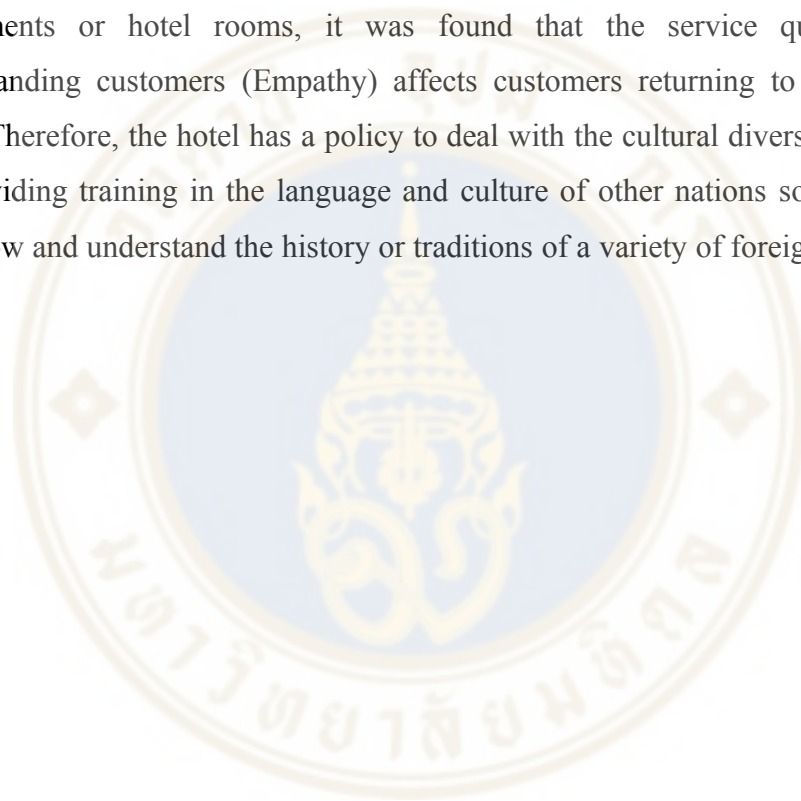
5) Providing confidence to service recipients (Assurance)

From an interview with a sample of the head/deputy head of marketing

or room department of the hotel, it was found that the service quality factor of providing confidence to service recipients (Assurance) which the hotel is aware of has an effect on customers returning to use the service again. Therefore, many hotels select employees based on basic abilities such as knowledge and language ability, direct experience in the hotel field, personality, and most importantly, having a service-minded attitude.

#### 6) Understanding customers (Empathy)

From interviews with a sample of heads/deputy heads of marketing departments or hotel rooms, it was found that the service quality factor of understanding customers (Empathy) affects customers returning to use the service again. Therefore, the hotel has a policy to deal with the cultural diversity of customers by providing training in the language and culture of other nations so that employees can know and understand the history or traditions of a variety of foreign guests.



## **CHAPTER V**

### **CONCLUSIONS**

#### **5.1 Discussion, Conclusions, and Recommendation**

This research was conducted to explore the key factors that influence consumers to choose a particular hotel and decide to make a reservation, in comparison to the factors that the hotel believed their target consumers would base their decision on. The main purpose of this study is “What are the key factors that influences consumer to reserve hotels in Phi Phi Island?” and “What are the factors that hotel believe would influence consumer behavior towards making hotel reservation. Therefore, this research will be analyzed in two different perspectives: the consumers and the hotels industry. Respondents in the consumer’s side vary from Thai and international but most have heard of and visited Phi Phi Island before. On the other hand, the respondents representing the hotels all live and worked in Phi Phi Island and are all Thai.

In the consumer’s perspectives, the main conclusion that can be drawn from this finding of 50 respondents is that 52% are female, 48% are male. The biggest age group with up to 46% are people aged from 36-45 years old, and a half of respondents (25 respondents) are Thais and a half of one (25 respondents) are foreigners. The majority nationalities are Swiss and Cambodia with 7% each and 4% from Afghanistan. The different age range and nationalities are important because the more, the better as people have different cultures, are raised, and taught in different ways, thus will have different views and opinions on things.

Now when it comes to the findings of the consumers’ general behaviors, it can be concluded that 50% of the respondents know about Phi Phi Island from social media, followed by 22% from news, which is not surprising because now social media and the internet is taking over our world and has become a part of our everyday lives. 52% of the respondents have visited Phi Phi Island before and from those that have visited the island, 46% uses speedboat as a type of transportation since it’s faster and

34% uses ferry, mainly because it is much cheaper although it would take around 2 hours to get to the island, while speedboat takes around 45 minutes to 1 hour. Moreover, 48% of respondents would visit their friends and relatives, followed by rest and relaxation with 46%, business purposes with 6%, respectively.

In the selection process of the hotel where consumers stay, most of them stay in Phi Phi Island for 2 nights with 34%, followed by 3 nights (32%) and 4 nights (30%). The reason for who select to stay for 2-3 nights, they would enough have to enjoy and explore more about the island but still not too long where they would get bored of it. Whereas respondents who stay for 4 nights and this is mainly people who usually comes for a diving course that may take several days to complete or for business purposes. The method of reservation or platform commonly used by consumers is Agoda.com with up to 28% of respondents would go for Agoda.com to do their online booking. Following right after with 22% would use a hotel direct website and 18% uses Booking.com. Moreover, the social media is the most channel with 48% that consumers are aware of the hotel, and the second ranked is news with 14%.

In comparison to the hotel's perspective, the hotel industry also believes that Travel Agency (40%) is the most popular method of reservation among consumers, followed by walk-in with 20%, whereas the rest of method of reservation are Agoda.com, Booking.com, Traveloka.com, and phone call. These results report different from consumer's perspective that they mostly reserved hotel via Agoda.com. Knowing this information can help hotels shift their focus and targets to increase more engagement and activity on their Online Travel Agency (OTA). Whereas hotel still emphasize offline (word-of-mouth) is the most platform for travelers who have recommendations from friends or family, so, hotel should follow the consumer behavior to promote promotion and special package via online platform i.e., Facebook, Instagram, and Hotel website rather than offline.

Furthermore, the main findings of this research is to find out what key factors motivate consumers to choose a particular hotel and compare with what the hotel believes so that any difference in perspectives can be change and increase a competitive advantage for the hotel. The five factors were studied in this research are locations, reviews, accommodations and facilities, price and service quality. From the research question of "what are the key factors that influences consumer to reserve



hotels in Thailand?” This paper will investigate the factors influencing customers’ behavior in selecting hotel in Phi Phi Island. The results showed that location, review, and accommodation have significant influences on consumer behavior. Whereas price and service have no relationship with consumer behavior, even if price and service is not significant factor, it is not worthwhile staying there. Hotel manager should not be ignored these factors as well but they will consider them after location, review, and accommodation factor.

To sums up, consumers think that locations is the most influential factors and reviews to be the least when selecting a hotel to stay. This may be because Phi Phi Island is a scenic place with amazing views so consumers would want to stay in a hotel that is perfectly located near the beach that is clearly visible to the view. The hotel respondents also mentioned that they frequently asked by guests of the locations of the hotel and whether it is located near the beach or not.

Therefore, hotels also expect locations to be the most influential factors when consumers choose a hotel, as they believe that “guests love an easily accessible location”. Although location is the most influential factor for consumer’s views, each class of hotel can attract consumers in the different factor or better benefit for consumers. For example, 5-star hotel class can focus on accommodation and service, whereas 2-star hotel class can focus on price rather than location even though the location of hotel is not good view and nearby beach.

On the other side of the coin, consumers rank reviews to be the least influential factor because although reviews can easily be found nowadays via easy access to the internet, but guests are concern more about the accommodations and facilities the hotels have and price to be suited to their budget. However, the least influential factors in the perspectives of the hotel industry varies depending on target group of hotels usually get. For example, if the hotel aims for target group who rates review factor at the least influential factor whereas location and price would be the most influential factor. As the result of study found that, respondents who age 46-60 years old emphasize the most influential factor of location and price, followed by the influential factor of accommodation and service, whereas review is the neutral factor. Therefore, primary target group of hotels should be lately adult that hotel manager can offer promotion or special package that includes variety of facilities and activities.

Moreover, the result of study for consumer respondents who age 18-25 years old emphasize the most influential factor of location, review and accommodation, followed by the influential factor of service, whereas price is the neutral factor. Respondents who age 25-35 and 35-46 years old emphasize the most influential factor of all factors. Hotel should have marketing plan to communicate the attraction of hotel about location, accommodation, and review from both Thai and foreigner travelers, especially Thai travelers usually select hotel from better review rather than other factors.

For the conclusion, there are no specific factor that hotels think is the most or the least influential factor due to each hotels have different market and target audience to aim it. So, if the hotels are known for their location, they would focus their promotion on the location and how it is better than others but some are known for their affordable price so they would shift their advertisement focus on the cheap price. Each hotels have different selling points, target different type of audience, thus, it is not surprising if they have different opinions on the motivational factors that influence consumers to choose their hotel. Correspondingly, in terms of promotion, most of the hotels choose to do their promotion on Facebook, followed by Instagram and on their hotel direct website, which all belongs to an online promotion method. Unfortunately, one of the questions that was forgotten to asked consumers is “What platforms do consumers mostly see hotels promotion?” so that the results can be compare and any difference in the results can be adjusted accordingly by the hotel. Lastly, the hotels promote by offering promotion and discounts as well offering special packages to create interest for potential audience.

Significantly, to answer this research question of this study about the motivational factors that influence consumer behaviors towards making a reservation of hotels in Phi Phi Island. In comparison with what the hotels think, it is investigated that most consumers choose locations to be the most influential factors because they are looking for a place with beautiful views and easy access to the beach since Phi Phi Island is known for its beauty attractions. Essentially, not all hotels can do this due to its difference in the locations and the surrounding environment. They cannot just change their locations just because consumers would choose in a hotel based on location but what they can do is to find their strengths and the assets they have to use it

as a selling point in order to sustain and gain a competitive advantage. For instance, Chongkhao Resort is one of the hotel in Phi Phi Island that is known for its low and affordable price but it is not located near the beach or surrounded by scenic attractions would heavily advertise on their price and aims at young adults, group of friends, backpackers or consumers on a budget while Chaokoh Phi Phi Hotel and Resort is another hotel that is known for perfect location as they are located right in the center, near the beach, not too far from the pier and surrounded by different amenities including restaurants, bars and convenience stores. They would then use location as their selling point and put less focus on price like Chongkhao Resort would do. Therefore, the findings of the influential factors cannot be exactly concluded as each hotel are different with different locations, selling points, target audience and market so improvements in this research should be made by taking hotels with the same market and similar type so that the results can easily be compared because there is a controlled variable in the findings.

Nonetheless, another area of findings that can be deduced is looking at promotion; the method, platform used and how hotels choose to do their promotions. The results distinctly shown that most promotions are done online both by consumers and hotels. Agoda.com is the most chosen platform used when consumer make a hotel reservation, just what the hotels expected. Surprisingly, consumers choose hotel direct website after Agoda.com rather than Booking.com in which the hotels anticipated. From this piece of information, hotels should now shift their focus on improving and updating their website to be able to reach more consumers, thus increasing more reach, awareness, and engagement. Lastly, it is discovered that consumers choose an online method in their buying and purchasing behavior from the process of knowing about the hotels, finding information about it up to the purchasing and booking point.

Therefore, hotels and other businesses should now become present online, continuously learn, and develop their existence and activity online to keep updated with the consumers. There are new features and attribute in technology, internet, social media, and the online world popping up every day so the hotels should constantly be aware and updated to keep up with trends. If consumers are online, then companies should be too.

Although, there should be an improvement in the methodology but this study had provided enough findings and information that is useful for the hotels to improve their strategies and tactics in order to become more successful and to stay competitive in the market. The researcher hopes that this study would be beneficial for the future studies towards consumer behavior in making a hotel reservation and for the hotels industry in Phi Phi Island to do some further research on how they can gain a competitive advantage. Surprisingly, consumers choose hotel direct website after Agoda.com rather than Booking.com in which the hotels anticipated. From this piece of information, hotels should now shift their focus on improving and updating their website to be able to reach more consumers, thus increasing more reach, awareness, and engagement. Lastly, it is discovered that consumers choose an online method in their buying and purchasing behavior from the process of knowing about the hotels, finding information about it up to the purchasing and booking point.

#### Limitations of this research

This research collected data from people who have used hotels on Phi Phi Island and people who have never used hotels on Phi Phi Island but are interested in using the services. It may cause some test results to be inaccurate. Therefore, using the results of this research for further study should be careful in using statistical data linked to business operations that may change.

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## **APPENDIX A**

### **QUESTIONNAIRE FOR CONSUMERS' GROUP**

#### **INTRODUCTION**

I am a graduate student at College of Management, Mahidol University. This questionnaire is a part of thematic paper course. It should take no longer than ten minutes of your time to complete this questionnaire. Your information in this questionnaire will be highly treated and highly confidential. I highly appreciate your time and effort for completing this. If you have any questions about questionnaire or any concerns regarding your information, please contact [bc.thongkerd@gmail.com](mailto:bc.thongkerd@gmail.com) .

#### **PERSONAL INFORMATION QUESTIONS**

1. What is your age?
  - 18-25
  - 26-35
  - 36-45
  - 46-60
  - Above 60
2. Gender
  - Male
  - Female
  - Not Specify
3. Nationality?
  - Thai
  - Foreigner (Please specify)

**GENERAL QUESTIONS**

- 1) How do you know about Phi Phi Island?
  - Social Media
  - TV
  - News
  - Blogs
  - Friends/ Family
  - Others (Please specify) \_\_\_\_\_
- 2) How did you arrive in Phi Phi Island?
  - Ferry
  - Speedboat
  - Personal boat
  - Others (Please specify) \_\_\_\_\_
- 3) What were the main reasons for you to visit the hotel?
  - Rest and relaxations
  - Visiting friends and relatives
  - Business related
  - Others (Please specify) \_\_\_\_\_
- 4) Is this your first time you visited Phi Phi Island?
  - Yes
  - No
- 5) How many nights you planned to stay in the hotel?
  - 1
  - 2
  - 3
  - 4
  - More than 4

## SPECIFIC QUESTIONS

1) What makes you choose a particular hotel in Phi Phi Island? Please put the following factors in order from 1(the least influential) to 5 (the most influential)

- Location
- Reviews
- Accommodations  
& Facilities
- Price
- Service Quality

Scale	Factors
1 - Least	
2	
3	
4	
5 – Most influential	

2) Where did you hear about the hotel?

Social Media: (Please specify the platform) \_\_\_\_\_

Family/Friends

Blogs

News

Books

Travel Agency

Others (Please specify) \_\_\_\_\_

3) If online reservation is what you mostly used, which website or method is it?

- Hotel Direct Website
- Agoda.com
- Booking.com
- Hotels.com
- Expedia.com
- Traveloka.com
- Book via travel agents
- Book direct to the hotel
- Others (Please specify) \_\_\_\_\_

4) Please indicate to what extent you agree or disagree with each of the following statements

	Strongly Disagree	Disagree	Agree	Strongly Agree
I always look up for reviews when selecting a hotel				
I always call or message direct to the hotel for more information				
I choose hotel that offer the best discount and promotion				
I choose hotel that has up-to-date information				
Hotels in Phi Phi Island is expensive				
I choose hotel that has a lot of activities in the surrounding environment				
I prefer that is relaxing, quiet and peaceful				
I can visit Phi Phi Island without having to book a hotel in advance				

## **APPENDIX B**

### **QUESTIONNAIRE FOR HOTELS' GROUP**

#### **INTRODUCTION**

I am a graduate student at College of Management, Mahidol University. This questionnaire is a part of thematic paper course. It should take no longer than ten minutes of your time to complete this questionnaire. Your information in this questionnaire will be highly treated and highly confidential. I highly appreciate your time and effort for completing this. If you have any questions about questionnaire or any concerns regarding your information, please contact [bc.thongkerd@gmail.com](mailto:bc.thongkerd@gmail.com) .

#### **PERSONAL INFORMATION QUESTIONS**

- 1) What is your age?
  - 18-25
  - 26-35
  - 36-45
  - 46-60
  - Above 60
- 2) What is your gender
  - Male
  - Female
  - Not specify
- 3) Where do you work? (Name of the hotel or your workplace)
- 4) What do your hotel class?
  - 1-star hotel
  - 2-star hotel
  - 3-star hotel
  - 4-star hotel



5) What is your role in the hotel?

- Front Office/ Reception
- Hotel Manager
- Hotel Owner
- Chef/Bartender/Waiter
- Back Office
- Housekeeper
- Security Guard
- Others (Please specify) \_\_\_\_\_

6) How long have you been working in the hotel?

- Less than 6 months
- 1-2 years
- 3-4 years
- More than 4 years (Please specify) \_\_\_\_\_

### **SPECIFIC QUESTIONS**

1) What are the reasons you think consumers choose your hotel? Please put the following statements in order from least (1) to most influencing (5)

- a. Location
- b. Reviews
- c. Accommodations  
& Facilities
- d. Price
- e. Service Quality

Scale	Factors
1 - Least	
2	
3	
4	
5 – Most influential	

2) Which method of reservation consumes mostly used?

- a. Hotel Direct Website
- b. Walk-in
- c. Agoda.com
- d. Booking.com
- e. Hotels.com
- f. Expedia.com
- g. Traveloka.com

- h. Book via travel agents
  - i. Phone calls
  - j. Messages
  - k. Others (Please specify) \_\_\_\_\_
- 3) What platform does your hotels normally do promotions and discounts?
- a. On Facebook
  - b. On Instagram
  - c. On Hotel Website
  - d. Posters
  - e. Offline method i.e., Word of mouth communication
- 4) How do you promote or create interest for your target consumers?
- a. Promotions and discounts
  - b. Special packages
  - c. Through physical attraction of the hotels such as hotels or rooms designs
  - d. Others (Please Specify): \_\_\_\_\_
- 