FACTORS INFLUENCING THAI TOURISTS' DECISION TO USE ROOM SERVICE ABOARD VIA AIRBNB'S BOOKING SYSTEM

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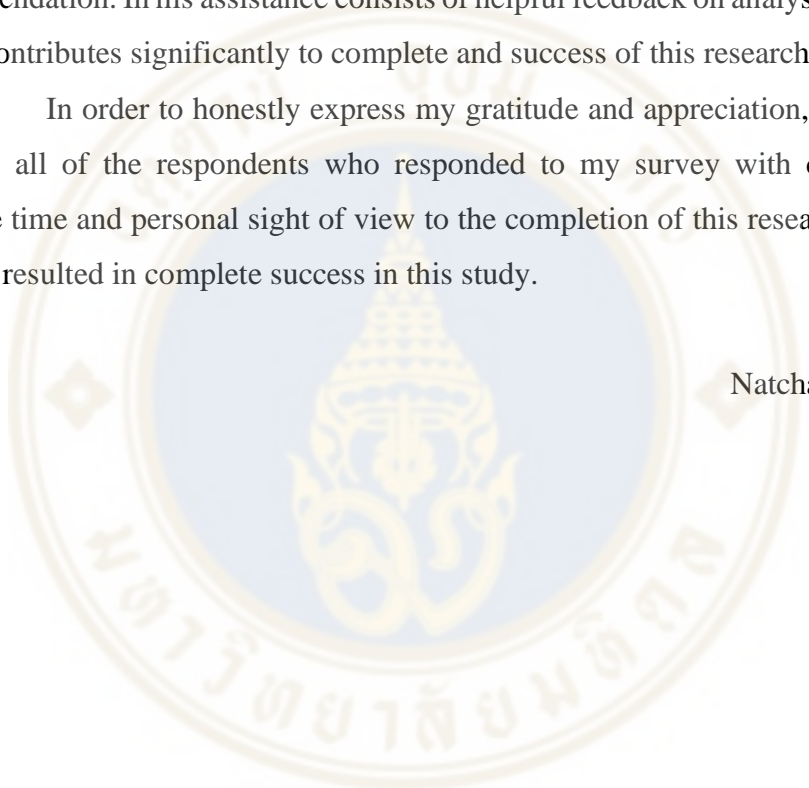
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ABSTRACT

The research study's abstract explores the factors influencing Thai travelers to make choices regarding their utilization of room service through Airbnb's booking system. It emphasizes the critical importance that excellent communication channels, transparent pricing, personalized experiences, and high-quality visual information have in shaping visitor decisions. Additionally, the study emphasizes the relevance of system reliability, interior design, value proposition, and user convenience in molding Thai tourists' preferences. In conclusion, this study provides significant insights for the hospitality industry, with the potential to increase customer satisfaction with Airbnb accommodation.

The benefit of this research is to help the Airbnb system and the hospitality industry management companies with better variables which can affect traveler's motivation. The hospitality industry and short-term rental apartment must adjust their service and programs in order to increase and improve the benefits over their competitors, accordingly, in the future's highly competitive hospitality industry.

KEY WORDS: Convenience / Price Values / Trustworthiness / Consumer Purchasing Decisions / Decoration Design

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CHAPTER I
INTRODUCTION

The tourism and hospitality industry is one of the main drivers of the Thai economy until the COVID-19 pandemic. As a result of increased traveler spending power, it is a rapidly rising sector. To classify the tourism and hospitality industry, much hospitality operates for tourists and travelers to explore more experiences and gain knowledge from the attraction. However, the hospitality business is several choices to achieve travelers' emotional appeal to decide and realize before choosing the accommodation. Many accommodations today operate for tourism as hotels, short-term rental apartments, Airbnb, and so on to select from their personal point of view from the cost-effectiveness, experiences, and business accommodation. Short-term rental apartments or Airbnb offer guests a more flexible and home-like experience compared to traditional hotels. They often provide amenities such as a kitchen, living space, and privacy, making them particularly appealing for longer stays, families, or groups traveling together.

The Airbnb system is a reservation system in various countries through online service. The people who want to reserve a room can directly contact the accommodation provider via the Internet, which can choose from various room types, including hotels, accommodation, rental rooms, and short-term rental apartments for rent. In addition to Airbnb, Airbnb has three distinct home-sharing options as shared room, private room, and exclusive property (said,2014). The owner will write their accommodation information in the Airbnb system and explain the room characteristics, Staying details for tourists, and for clarity and convenience.

However, the tourist interested in staying in the room can contact the host directly and ask for other information details. The Airbnb booking system can be done on computers, notebooks, tablets, or even mobile phones by downloading the Airbnb application on the device, registering personal information and you can start using the application (Airbnb, 2022). A unique feature of Airbnb's booking service is it can

directly analyze hundreds of factors based on its proprietary technology of the company, it will block bookings of guests who are found to be at high risk of disturbing parties and causing property damage. The Airbnb system will pay compensation in the event of guest damage to the listing and property. It will provide extra coverage, including art and valuables, motor vehicles and boats, pet damage, and loss of income, including cleaning. Airbnb insurance is also covered if guests are injured, property damage, or theft. The systems will pay these cases cost more than $1 million.

According to the major home-sharing business, Airbnb has emerged as a viable option to stay in a hotel, hostel, or bed and breakfast. (Guttentag, 2015; Oskam & Boswijk, 2016). In addition, there is still a significant demographic disparity between service users and non-users. Users of online home-sharing services like Airbnb are often wealthier, better educated, and older than ordinary Americans. (Smith, 2016).

In the other hand, there is a 24-hour security hotline if the customer feels unsafe even day or night, customers can open the app and tap a button to contact a specially trained safety officer. The Airbnb system is operating in many countries as shown in Figure 1.1.
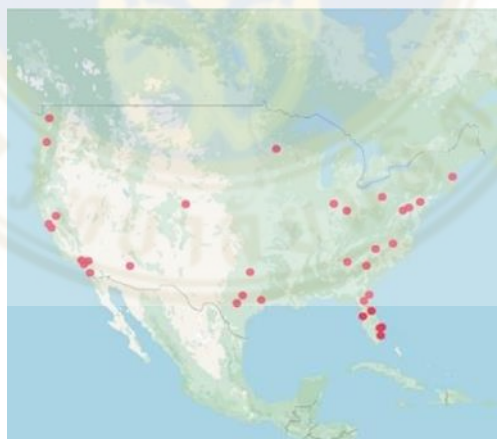
Figure 1.1 Show Airbnb service areas

Source: Introducing Airbnb-friendly apartments. 2023

Airbnb is not only opening services in tourism and accommodation, but Airbnb hotels are also open for investment, job search, and building career dissemination of information. The growth of Airbnb began at a time when there weren't as many rental options as there are today. Hotels are still the top choice people tend to

choose to stay the most if traveling or working in a faraway place. Still, when the business of Airbnb opened, it is a phenomenon that caused various hotel chains to begin to care because of the turnover of hotels worldwide dropped by more than 3.7%. According to a study by Harvard University and MIT, due to the model of working, Airbnb is open to sharing accommodation between guests, which can reduce the expense of the host too. According to The Wall Street Journal, there are 6 million people staying in rooms rented through Airbnb, but only 1.3 million of them choose to stay at the world's largest hotel chain, Marriott, which is four times as far apart as ever Airbnb's revenue from 2014 onwards can be seen growing every year. In just five years (from 2014 - 2019), the company's revenue increased from $423 million in 2014 to $4.7 billion million US dollars in 2019 can be said to have increased more than tenfold that represents the turning point of the hotel business in a new way, but in 2020, there was an epidemic of the Covid-19 pandemic has spread around the world affecting to the growth of this business industry must slow down due to tourism businesses, airlines, hotels, seasonal infrastructure, and other businesses were among the first to feel the effects of the crisis. According to the World Tourism Organization, tourism revenues could fall by $910 billion to $1.2 trillion in 2020, threatening 100 to 120 million direct tourism jobs (UNWTO,2020)

Airbnb's strength and strategy to attract a customer base is to attract guests with beautiful pictures. This is how Airbnb executives try to stay in different places and take pictures of the atmosphere of that place Which is the way to receive a good response. Staying at each Airbnb place, the guest not only receives the convenience of resting, but Airbnb also creates a new society for guests to meet each other to create a good experience for customers through joint activities between guests and increasing guest Impressive. Airbnb has received feedback on, they have never been ignored. and trying to solve it. This can make customers comfortable and there is always no conflict between the tenant and the landlord and also respects the laws of many countries as well. This makes the platform become trusted by customers to use it (The Growth Master, 2020).

In addition to motivating and having a good marketing strategy for business, Consumer segmentation studies in tourism research concentrate on tourists' motivations,

destination preferences, or lodging preferences (Guttentag, Smith, Potwarka, & Havitz, 2018).

Airbnb's business is an internal factor that the organization has created as a standard in operation but if tourists still do not trust and decide to use the accommodation, Airbnb has factors affecting consumers' decision to use the service composed of concepts.

The Important theories include concepts and theories about online marketing, the concept of consumer purchasing decision theory, consumer purchasing behavior, marketing mix factors that affect purchasing decisions, etc. The opening of service of Airbnb is considered a business that is connected through communication technology, wireless network system, or the Internet. Consumer habits have undergone several important changes in recent years, with many of these changes primarily resulting from the availability of online and cloud apps to customers. The tourist sector has been one of the sectors where these developments have become more obvious, allowing players in this sector to see and experience tourism in new ways (krouk & Almeida, 2021)

For the above reasons, the researcher is interested i6 million people staying the decision to choose a room service for Thai tourists through the reservation system of Airbnb in order to know what factors affect Deciding to use the Airbnb system as well as the research results are also beneficial for room operators to apply business development guidelines to meet the needs of tourists to apply in their own business management in the future.

1.1 Research questions

1. What are the factors that influence Thai tourists' decision to use room service via Airbnb?

2. Which emerging factors have the most willingness to choose the service through Airbnb's booking system?

CHAPTER II
LITERATURE REVIEW

To study factors that influence Thai tourists' decision to use room service through Airbnb's system, the researcher conducted a review of the literature, concepts, and related theories as follows:

2.1 The concept and theory of convenience factors

Airbnb encourages peer-to-peer social interaction between guests and hosts, allowing customers to experience authentic local living in residential properties by local hosts giving tourists an upbeat experience with more comforts and conveniences. (Guttentag, 2015).

According to the convenience factor of using the Airbnb system to accommodation, The motivation for the convenience of using the Airbnb system, specifically attributed to its ease of use, can be described as Intuitive Interface, Airbnb's website and mobile app feature intuitive interfaces that are designed to be user-friendly. The platform employs clear navigation menus, search bars, and filters, making it easy for users to find and explore listings based on their preferences and requirements. The straightforward layout ensures that users can quickly understand and navigate the platform, saving time and effort. Secondly, as the Simplified Search and Booking Process, Airbnb simplifies the search and booking process by providing a streamlined experience. Users can enter their desired location, dates, and other criteria to browse through a curated list of relevant accommodations. The platform also offers clear pricing information, cancellation policies, and guest reviews to assist users in making informed decisions. The booking process typically involves simple steps, allowing users to secure their reservations efficiently.

Moreover, the Instant Booking Option, Airbnb offers an instant booking option for certain listings. This feature allows users to book accommodations

immediately without host approval. Instant booking provides a quick and seamless experience for guests who prefer to confirm their reservations instantly, especially for time-sensitive travel plans. Saved Favorites and Wishlists, which Airbnb users may utilize to store their favorite listings and make wishlists, are based on customer behavior. Users may keep track of the lodgings they are interested in with this tool, making it simpler to compare and review possibilities later. In order to improve the overall structure and simplicity of the booking process, users can also share their wishlists with traveling companions or use them as a resource for upcoming travels.

Last but not least, Airbnb provides a secure payment system that manages the money transfers between hosts and visitors. Users no longer need to directly share sensitive financial information, thanks to this. Users benefit from the ease, dependability, and security of the secure payment method, which makes sure that their transactions are secure.

The ease of use provided by Airbnb's intuitive interface, simplified search and booking process, instant booking option, saved favorites and wishlists and secure payment system collectively contribute to the platform's convenience. These features reduce friction and simplify the user experience, making it convenient for both hosts and guests to navigate and utilize the Airbnb system.

Additionally, the user-friendliness of Airbnb's platform, which is simple to access and grasp, can be credited with the system's convenience. Users may easily search for, filter, and book accommodations thanks to the website's and mobile app's user-friendly interfaces. Both hosts and guests can save time and effort by using the simplified booking process. Furthermore, the Airbnb website offers a variety of lodging choices, including apartments, homes, villas, and unusual properties like treehouses or boats. This makes it easy, with such a wide variety, visitors can discover lodgings that meet their needs, whether they desire a warm apartment in the city or a private getaway in the wilderness. Ultimately, as Airbnb allows for flexibility in booking dates and stays lengths, Flexible Booking and Availability can be considered an attribute component of convenience. In accordance with their preferred dates, visitors can search for available lodging and select between short-term and long-term rentals. For tourists with precise scheduling requirements or those planning extended visits, this flexibility is very useful.

2.2 The concept and theory of price values

According to the motivation of Price Values (PVs), to investigate the motivation of the consumers appealing and attitude forwarding to the products and services. The Price Value can be explained as it is the psychological tradeoff between the perceived benefits of the offering and the monetary cost of using it. (Venkatesh et al., 2012). ""According to Priceonomics statistics, Airbnb's rooms and apartments are frequently significantly less expensive than what hotels charge." On average, Airbnb apartment rentals price 21.2% less than hotel rooms, and a private room in an apartment price 549.5% less. As a result of the lack of overhead, Airbnb can undercut hotel rates." (Hockenson, 2013)

The Airbnb system's price value can be linked to numerous variables, which are as follows. For instance, Airbnb allows hosts to determine their own prices based on location, facilities, size of the accommodation, and seasonal demand. Hosts can tailor their pricing strategy to reflect the specific attributes and worth of their home, giving them greater control over their revenues. The Airbnb platform operates on the concepts of supply and demand for the price value called the Supply and Demand Dynamics. Hosts adjust prices based on current market conditions, such as local events, holidays, or tourist seasons. Prices continue to expand when demand is high and supply has limitations, allowing hosts to capitalize on the increasing demand.

Furthermore, the large number of offerings on Airbnb impacts the third aspect influencing the pricing value, which is Competition and Comparative Pricing. Hosts are motivated to price their accommodations fairly to attract guests. They frequently consider the cost of comparable listings in their area to ensure their home remains appealing and competitive. Value Perception is the fourth factor. Potential guests want hosts to provide a one-of-a-kind experience or value proposition. Location, amenities, cleanliness, and added services can all impact the perceived value of an Airbnb property. Hosts' pricing strategies are frequently aligned with the perceived value they deliver to guests. Economic Considerations are the fifth aspect impacting price value. For hosts, renting out their house on Airbnb can supplement their income or help them offset the costs of owning and maintaining their property. Pricing considerations consider hosting expenses such as cleaning fees, maintenance, utilities, and the desired profit margin. Finally, while guests have various budgets and tastes

when picking hotels, the Guest tastes, and Budget can be possible price value considerations. Airbnb provides a variety of possibilities, ranging from low-cost to high-end listings, allowing guests to select a suitable accommodation based on their preferences and financial capacities.

Hosts consider the target audience and adjust their pricing accordingly to attract the desired guests. In addition, It's important to realize that while these factors generally influence the pricing on the Airbnb platform, the specific motivations for pricing decisions may vary among individual hosts. Each host evaluates these factors and determines the price value based on their unique circumstances and goals accordingly, pricing is widely acknowledged to be one of the most important variables affecting the accommodation industry's long-term success. (Hung et al., 2010)

2.3 The concept and theory of trustworthiness

Trustworthiness concerns how a person evaluates the source of information, and trust allows us to move from intention to action. (Adali, 2013). Botsman and Rogers (2010) interpret collaborative consumption as "trusting strangers." According to Airbnb, trust is a psychological construct defined as 'the subjective representation of one actor's expectations regarding the behavior of another actor (or actors)' (English-Lueck, Darrah, and Saveri 2002, 95).

For the motivation for trustworthiness in using the Airbnb system stems from the following factors as Verified Profiles and Reviews; Airbnb has implemented measures to enhance trust between hosts and guests. Users are required to create verified profiles, which include identity verification and authentication processes. Additionally, visitors can post evaluations and ratings following their visits, offering insightful commentary for other visitors and developing a reputation system that encourages accountability and openness. The host and guest screening process is the second aspect that had an impact. Both hosts and visitors are encouraged by Airbnb to submit thorough information about themselves, including bios and photos. Before finalizing a booking, this enables both parties to make well-informed decisions and build familiarity. Also, hosts can establish home rules and inform prospective visitors of their expectations. Next, Host-Guest Communication is also made possible via the Airbnb platform, which

offers messaging options that enable direct communication between hosts and guests. This enables hosts and visitors to settle any questions, go over particular needs, and establish a relationship before the stay. Effective communication ensures that both parties know expectations and accommodations and helps build trust.

Furthermore, the influence factor as the Host Guarantee and Host Protection Insurance, Airbnb offers a Host Guarantee that provides protection for eligible damages to hosts' property caused by guests, up to a certain amount. Additionally, Airbnb provides Host Protection Insurance, which offers liability coverage to hosts in case of claims by third parties. These measures provide hosts with a sense of security and reassurance. Moreover, Customer Support and Mediation can influence factors as Airbnb has a customer support team that assists hosts and guests in resolving issues and conflicts. In case of disputes, Airbnb offers a resolution center and a formalized mediation process to facilitate fair resolutions. This support infrastructure helps foster trust by providing a safety net and addressing concerns. Lastly, Trust and Safety Initiatives can be done with the trustworthiness factors as, Airbnb continually invests in trust and safety initiatives to enhance the overall experience for users. These initiatives include secure payment systems, 24/7 customer support, background checks for hosts and guests (where available), and advanced risk detection algorithms to identify and mitigate potential risks.

These motivations work together to build a sense of trust and confidence in the Airbnb system. By implementing measures to verify user identities, encouraging transparent communication, providing financial protection, and offering support, Airbnb aims to create a trusted environment for hosts and guests to engage in the platform's accommodation-sharing model.

2.4 Concepts and theories about consumer purchasing decisions

The consumer's purchasing decision can be classified as customer satisfaction, which can drive this factor to the decision. Customers have the decision to return to use Airbnb even of their personal satisfaction. The opening of service of Airbnb is considered a business that is connected through communication technology, wireless network system, or the Internet. Therefore, executives must develop modern

technology, resulting in tourists receiving good services according to their needs by using more communications to search for accommodation information on the internet through online channels, a sales channel that directly reaches consumers. Moreover, there is also an online trading system that can sell products to foreign countries. However, in terms of the convenience of offering products on online channels, there must be competition in service to meet the needs of consumers as much as possible. If the owner of the room has the knowledge, understanding, and ability to apply this modern technology to the operation of the business, they will have more customers as well. The critical thing in adopting technology inevitably comes from accepting technology and taking advantage of online systems in other areas to use in business development, Understanding the working model of the system makes it easy to use, but most importantly, modern entrepreneurs are able to accept technology easily (Marketing Oops.com, 2015). The popularity of online shopping is famous among many groups of customers because it can save time and also a different way for tourists to choose from a variety of accommodation types; this makes it easier for consumers to decide to use any service this has resulted in an increase in social media marketing. In addition, buying products online can also facilitate consumers to talk, Interaction with sellers, Inquire about product details as well as giving advice and recommending rooms through an online chat system so that you can see the actual room before staying in, according to the study of Lamsan Lertkulprayad (2018), research was conducted on Behavior and motivation for staying at Hostel in Bangkok The study found that The motivates visitors is divided into 8 groups: 1) Learning from the heart and advertising discounts. 2) Management and buildings 3) Hospitality and Communication 4) Accommodation Ambiance and Price Strategy 5) Accommodation Location and Environment 6) Interaction Activities 7) Room Size 8) Providing Free Breakfast Incentives on the behavior of tourists in terms of frequency and duration of hostel stays. Including the spending of the guests to the management and the building, the interaction activities between the guests, and the provision of free breakfast.

2.5 Concept and theories about the Decoration Design of Airbnb's house

According to the motivation for the decoration design of Airbnb's house is to investigate the motivation of the consumer's appealing and attitude forwarding to the products and services. More broadly, visual data researchers have endured more than auditory and spatial data researchers in identifying the emergent features that characterize "what the image is" (Grewal, Gupta, & Hamilton, 2021, p. 1027).

The motivation behind the price value of using the Airbnb system can be attributed to several factors. Firstly, Enhancing Guest Experience as the hosts on Airbnb are motivated to create a thoughtfully designed and aesthetically pleasing space to improve the overall guest experience. They understand that a well-designed environment can contribute to a positive and memorable guest stay. Second, to Creating a Welcoming Atmosphere as the Decoration design plays a vital role in creating a welcoming and inviting atmosphere for guests. Hosts strive to make their property feel like a home away from home by carefully selecting furniture, decor, and color schemes that promote comfort and relaxation. For Differentiating the Property, With numerous listings available on Airbnb, hosts are motivated to differentiate their property from others. Decoration Designing allows hosts to bring out their property's unique features and character, classifying it and making it more desirable to potential guests. Reflecting the Property's Identity Hosts want to remember their property's identity and style through decorative design. Hosts employ design features to showcase the property's specific qualities and create a coherent style, whether a historic structure, a modern apartment, or a themed area. Following that, the decoration design is critical in appealing to potential guests. High-quality images of a well-designed place can attract viewers' attention and make a pleasant impression, encouraging them to consider reserving the property for their stay. Sixth, positive feedback and ratings Positive reviews and ratings are essential to developing a trustworthy listing. A well-designed environment can create a memorable and delightful visitor experience, boosting the likelihood of positive reviews and higher ratings and attracting additional bookings. Because of your professionalism and attention to detail, The interior design displays the hosts' professionalism and attention to detail. It shows their focus on offering a high-quality experience for guests and conveying a feeling of care and dedication to keeping a well-

kept and physically pleasing property. Lastly, Align with Guest Preferences as Hosts consider guest preferences when designing their spaces. They may research and incorporate popular design trends or pay attention to specific guest demographics to ensure the decoration design resonates with their target audience, increasing guest satisfaction and attracting the right clientele.

In summary, the motivation behind decoration design in using Airbnb can be formalized as enhancing the guest experience, creating a welcoming atmosphere, differentiating the property, reflecting the property's identity, impressing potential guests, garnering positive reviews and ratings, showcasing professionalism and attention to detail, and aligning with guest preferences. These motivations collectively contribute to the success and competitiveness of an Airbnb listing.
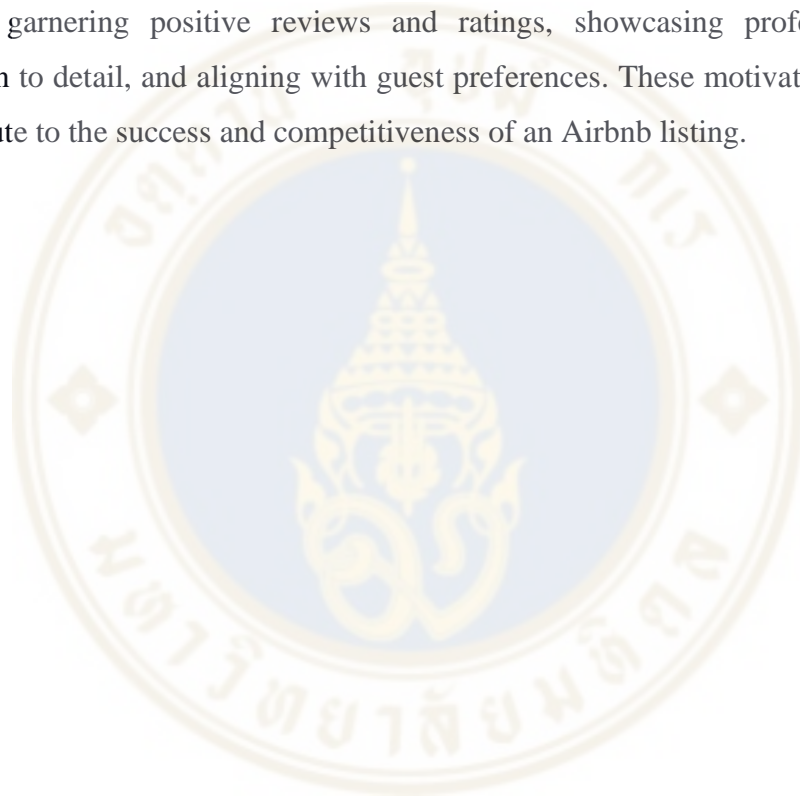
CHAPTER III
RESEARCH METHODOLOGY

3.1 Research Design

This study aims to identify the significant factors affecting the motivation of decision to use from customers towards Airbnb system which elements that affect such as convenience, price value, trustworthiness, and factors that influence consumer purchase decisions utilizing the Airbnb system. The researcher makes use of the knowledge from the reviews of literature reviews creates a survey via the Internet and gathers data. The objectives and questions for the research led to the questions for the entire scope of this work. The quantitative approach is used since the results can be generalized and do not reflect a single category. Additionally, the results of this survey will help tourists better understand the factors that affect motivation in order to outperform rivals in the future, particularly in the fiercely competitive tourism and hospitality industry.

3.2 Population and Sample

This study will have a sample size of 125 people. These respondents will include Thai customers and tourists of all ages. Plus, these respondents will be tourists who have used the Airbnb system for their accommodation and from their own decision motivation to use the system.

3.3 Data Collection Methodology

The most practical and efficient in-time method of gathering data from a target group or responders is via an online questionnaire form, which will be the study method of data collection. The questionnaire survey will be administered via Google

Forms and distributed via social media platforms like Facebook, Line, Whatsapp, and Instagram.

3.4 Questionnaire Survey

As the target group or respondents are Thai, the survey questionnaire is written in both English and Thai. The first section addresses general inquiries. This section will ask simple demographic questions or inquire about the qualities of the responders. The second section includes specific queries. This section is designed to elicit feedback on travel reasons and decisions. Respondents must fill out a closed-form questionnaire containing only one answer per question.

3.5 General Information of the Questionnaire Survey

1. Gender

☐　　Male　　☐ Female　　☐ Alternative

2. Age

☐　18-25　　☐ 26-35　　☐ 36-45　　☐ 46-55　　☐ Above 55

3. Income

☐ Lower than THB 10,000　　　　☐ THB 10,001 - 20,000

☐ THB 20,001 - 30,000　　　　☐ THB 30,001 – 40,000

☐ THB 40,001 – 50,000　　　　☐ More than THB 50,000

4. Career status

☐ Student　　　　　　　　　　☐ Employee / Full-time

☐ Entrepreneur / Business owner　　☐ Freelance / Part-time

☐ Retired

3.6 Screening Question

Screening questions with Yes or No answers

- Have you experienced using Airbnb service more than three times?

    If yes, continue

    If no, close

3.7 Specific questions

Specific questions with a Likert scale to measure opinions, attitudes, or behaviors from strongly agree to strongly disagree (4-1)

Strongly agree   = 4

Agree   = 3

Disagree   = 2

Strongly disagree = 1

Table 3.1 Specific questions

Group	Code	Details
Convenience (ease of use)	c.1 con.	1. The amenities and facilities of Airbnb are convenient.
	c.2 access.	2. Airbnb allows me to access household appliances.
	c.3 long.	3. I prefer the Airbnb service to stay for long-term rentals.
	c.4 relax.	4. I can spend my relaxation time at Airbnb.
	c.5 location.	5. The location of Airbnb houses in the city is easy to find.
	c.6 app.	6. The Airbnb application is easy to use.
	c.7 info.	7. I always received updated information from Airbnb.
	c.8 regis.	8. The registration process for Airbnb is easy to complete.
	c.9 benefit.	9. I was able to get the benefit of host/owner service with minimal effort.
	c.10 commu.	10. It is easy to communicate with the host.
Price Values	p.1 cost.	1. Airbnb is more cost-effective than Hotel.
	p.2 reason.	2. The price I paid for my AirBnB accommodation was reasonable.
	p.3 price.	3. I am familiar with Airbnb's pricing structure (nightly rates, cleaning fees, and service fees)

Table 3.1 Specific questions (cont.)

Group	Code	Details
Price Values	p.4 fair.	4. The pricing of Airbnb accommodations is transparent and fair.
	p.5 worth.	5. The price I paid for my AirBnB stay was worth its location and convenience.
Trustworthiness	t.1 require.	1. Do you think the effort required to use Airbnb is worth it?
	t.2 trust.	2. Airbnb systems appear to be trustable in short-term apartment rentals.
	t.3 safety.	3. For safety and security, you feel comfortable using this system.
	t.4 secure.	4. I feel secure sending personal information to the host when booking accommodation.
	t.5 message.	5. The host responded promptly to my inquiries and messages.
	t.6 plat.	6. I trust the platform of Airbnb will handle financial transactions accurately and securely
Decoration Design	d.1 home.	1. The design of Airbnb's house feels like home.
	d.2 hotel	2. Staying at Airbnb feel more pleasant than at a hotel
	d.3 vast.	3. Airbnb houses provide vast spaces to stay.
	d.4 clean.	4. The property of the Airbnb houses is clean
	d.5 stayca.	5. I prefer to choose Airbnb for a staycation.
	d.6 vaca.	6. I prefer to choose Airbnb for a vacation.
	d.7 created.	7. The decoration design of Airbnb houses created a comfortable and inviting atmosphere.
Decision to use	w.1 plan	1. Within the next 6 months, I would like to book accommodation from Airbnb

3.8 Data Analysis

The data will be analyzed using the percentage statistical method. The researcher uses the mode technique to find the data with the highest frequency or most duplicates to explore the elements influencing tourists to use the Airbnb system for accommodation.

CHAPTER IV
DATA ANALYSIS AND FINDING

This chapter includes the findings and analyses of the respondents' characteristics and specific questions, which include the key factors influencing Thai tourists to decide to use the room service when traveling abroad via Airbnb's booking system based on data collected from questionnaires. Google Forms were used to conduct the survey, which was then distributed via social media platforms such as Facebook, Line, and Instagram. Data were collected between July 1, 2023, to July 14, 2023 (approximately) This questionnaire was completed by 125 people.

4.1 Mean Values from Specific Questions

The table illustrates the average (mean value) answers for each question. However, the average score will be discussed after the factor analysis because it will remove unclassified (or unclear) variables to convey the significant results.

Table 4.1 Mean Values from Specific Questions

Group	Code	Details	Mean Value
Convenience (ease of use)	c.1 con.	1. The amenities and facilities of Airbnb are convenient.	2.59
	c.2 access.	2. Airbnb allows me to access household appliances.	2.69
	c.3 long.	3. I prefer the Airbnb service to stay for long-term rentals.	2.66
	c.4 relax.	4. I can spend my relaxation time at Airbnb.	2.75
	c.5 location.	5. The location of Airbnb houses in the city is easy to find.	2.14
	c.6 app.	6. The Airbnb application is easy to use.	2.64

Table 4.1 Mean Values from Specific Questions (cont.)

Group	Code	Details	Mean Value
Convenience (ease of use)	c.7 info.	7. I always received updated information from Airbnb.	2.66
	c.8 regis.	8. The registration process for Airbnb is easy to complete.	2.65
	c.9 benefit.	9. I was able to get the benefit of host/owner service with minimal effort.	2.68
	c.10 commu.	10. It is easy to communicate with the host.	2.66
Price Values	p.1 cost.	1. Airbnb is more cost-effective than Hotel.	2.66
	p.2 reason.	2. The price I paid for my AirBnB accommodation was reasonable.	2.69
	p.3 price.	3. I am familiar with Airbnb's pricing structure (nightly rates, cleaning fees, and service fees)	2.65
	p.4 fair.	4. The pricing of Airbnb accommodations is transparent and fair.	2.80
	p.5 worth.	5. The price I paid for my AirBnB stay was worth its location and convenience.	2.82
Trustworthiness	t.1 require.	1. Do you think the effort required to use Airbnb is worth it?	2.79
	t.2 trust.	2. Airbnb systems appear to be trustable in short-term apartment rentals.	2.78
	t.3 safety.	3. For safety and security, you feel comfortable using this system.	2.69
	t.4 secure.	4. I feel secure sending personal information to the host when booking accommodation.	2.74
	t.5 message.	5. The host responded promptly to my inquiries and messages.	2.30
	t.6 plat.	6. I trust the platform of Airbnb will handle financial transactions accurately and securely	2.80

Table 4.1 Mean Values from Specific Questions (cont.)

Group	Code	Details	Mean Value
Decoration Design	d.1 home.	1. The design of Airbnb's house feels like home.	2.77
	d.2 hotel	2. Staying at Airbnb feel more pleasant than at a hotel	2.19
	d.3 vast.	3. Airbnb houses provide vast spaces to stay.	2.46
	d.4 clean.	4. The property of the Airbnb houses is clean	2.42
	d.5 stayca.	5. I prefer to choose Airbnb for a staycation.	2.41
	d.6 vaca.	6. I prefer to choose Airbnb for a vacation.	2.63
	d.7 created.	7. The decoration design of Airbnb houses created a comfortable and inviting atmosphere.	2.71
Decision to use	w.1 plan	1. Within the next 6 months, I would like to book accommodation from Airbnb	2.50

4.2 Factor Analysis

The process of factor analysis to determine the relationship between each data point by consolidating the component groupings and removing unclassified or uncertain attributes is referred to as factor analysis. In this scenario, the researchers performed the Initial Factor Analysis using all questions except 2 questions from the decision to use a room via the Airbnb platform, then cut those ambiguous features inside the criteria one by one. Low factor loading with a factor loading score of less than 0.4, cross-loading attributes (attributes that display scores from two or more components), and mismatch meaning characteristics compared to other attributes within its component group are the criteria for dropping the questions. The criterion for describing component numbers is that each component (or variable group) must have an Eigenvalue greater than 1. The researcher also uses the KMO (Kaiser-Meyer-Olkin) Measure of Sampling Adequacy to test the suitability of the data in factor analysis by evaluating the degree of correlation among variables in this case the criteria is the MSA score is more significant than 0.7 for each question. Simultaneously, Bartlett's examine of Sphericity is

performed to examine the correlation matrix significance, revealing sufficient correlation among the variables for conducting component analysis with Sig. below 0.05.

4.3 Initial Factor Analysis

Component Loading

Rotated Component Matrix[a]

	Component						
	1	2	3	4	5	6	7
d.3 vast	.781						
d.4 clean	.760						
d.1 home	.756						
d.2 hotel	.688						
c.5 location	.547		.469				
c.6 app	.500	.404					.409
c.2 access	.444		.433				
t.3 safety		.795					
p.4 fair		.725					
t.2 trust		.690					
t.1 require		.682					
p.2 reason		.605					
t.6 plat		.518	.447				
p.5 worth							
p3. price			.761				
c.8 regis	.435		.570				
t.5 message	.461		.544				
p.1 cost			.478				
d.5 stayca			.433				
c.4 relax				.723			
d.7 created				.676			
c.1 con	.486	.409		.526			
c.3 long					.826		
d.6 vaca					.626		
c.9 benefit					.564		.505
t.4 secure						.732	
c.7 info						.677	
c.10 commu							.637

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 19 iterations.

Eigenvalues

Communalities

	Initial	Extraction
d.1 home	1.000	.638
d.3 vast	1.000	.659
d.4 clean	1.000	.678
d.2 hotel	1.000	.735
d.7 created	1.000	.690
c.1 con	1.000	.722
c.4 relax	1.000	.737
c.2 access	1.000	.694
c.10 commu	1.000	.639
c.6 app	1.000	.667
c.5 location	1.000	.595
c.8 regis	1.000	.698
t.5 message	1.000	.685
p.5 worth	1.000	.460
p.1 cost	1.000	.651
p3. price	1.000	.647
p.2 reason	1.000	.556
p.4 fair	1.000	.677
t.6 plat	1.000	.716
t.3 safety	1.000	.734
t.1 require	1.000	.609
t.2 trust	1.000	.640
t.4 secure	1.000	.639
d.6 vaca	1.000	.614
d.5 stayca	1.000	.606
c.3 long	1.000	.747
c.9 benefit	1.000	.715
c.7 info	1.000	.653

Extraction Method: Principal Component Analysis.

Figure 4.1 (left) Initial Factor Analysis Table

Figure 4.2 (right) Initial Factor Analysis (Eigenvalues Table)

4.4 Initial Factor Analysis (KMO and Bartlett's Test)

The initial factor analysis passes both assumption tests, with the Sig. (p) Bartlett's Test of Kaiser-Meyer-Olkin Measure Of Sampling Adequacy is less than 0.05, and the MSA score of the KMO Measure of Sampling Adequacy is more significant than 0.70 for each attribute, showing that this factor analysis is usable.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.852
Bartlett's Test of Sphericity	Approx. Chi-Square	1677.938
	df	378
	Sig.	.000

Figure 4.3 Bartlett's Test of the Initial Factor Analysis

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.179	32.782	32.782	9.179	32.782	32.782	4.459	15.927	15.927
2	2.434	8.693	41.475	2.434	8.693	41.475	3.772	13.470	29.396
3	1.801	6.433	47.908	1.801	6.433	47.908	2.700	9.643	39.039
4	1.525	5.448	53.356	1.525	5.448	53.356	2.210	7.891	46.930
5	1.299	4.641	57.996	1.299	4.641	57.996	1.859	6.641	53.571
6	1.199	4.282	62.278	1.199	4.282	62.278	1.844	6.585	60.156
7	1.065	3.803	66.081	1.065	3.803	66.081	1.659	5.925	66.081

Figure 4.4 KMO test of the Initial Factor Analysis (Total Variance Explained)

4.5 Initial Factor Analysis (Scree Plot)

Another way for estimating the total number of significant elements is a scree plot. It is a graph with the eigenvalue on the Y-axis and the number of factors mentioned on the X-axis in decreasing order of eigenvalues. Figure 4.10 of the eigenvalue is a scree plot from the present investigation. When examining this scree plot, the researcher discovered that it is not able to produce a distinct separation at eigenvalue 1 for calculating the total number of relevant elements. As a result, component analysis must be performed to remove some attributes from a scree plot in order to make it more horizontal.
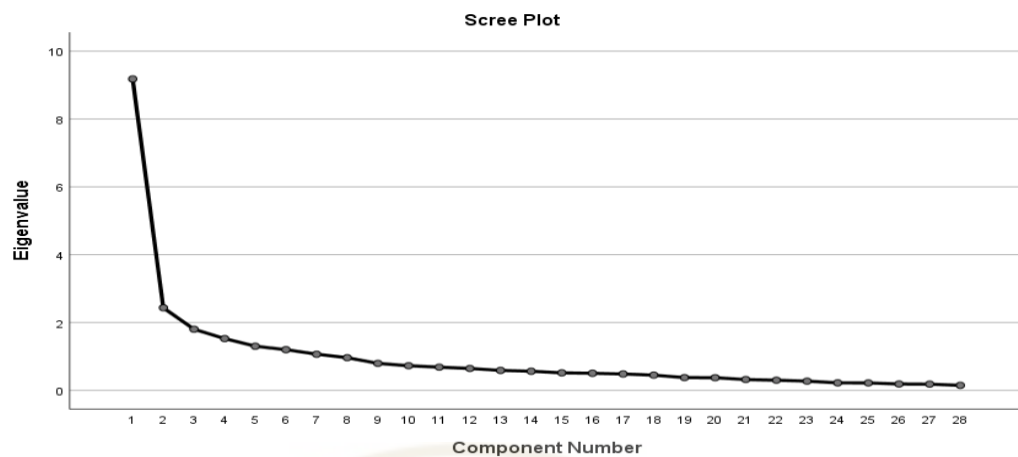
Figure 4.5 Scree Plot (Initial Factor Analysis)

4.6 Final Factor Analysis

After decreasing unrelated variables, the final factor analysis has two components that meet the Eigenvalue criterion, with the cumulative percent of variance at 61.45% (figure 4.7 right). The four components left can be referred to as System Reliability, Interior Design, Price Valuable, and User convenience based on their attributes (figure 4.6 left).

Rotated Component Matrix[a]

	Component			
	1	2	3	4
p.4 fair	.767			
t.3 safety	.765			
t.1 require	.742			
t.2 trust	.707			
p.2 reason	.654			
t.4 secure	.531			
d.1 home		.830		
d.3 vast		.823		
d.4 clean		.792		
p3. price			.772	
p.1 cost			.717	
c.7 info			.608	
c.4 relax			.563	
d.6 vaca				.798
c.3 long				.621

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations.

Communalities

	Initial	Extraction
d.1 home	1.000	.725
d.3 vast	1.000	.698
d.4 clean	1.000	.671
c.4 relax	1.000	.491
p.1 cost	1.000	.661
p3. price	1.000	.635
p.2 reason	1.000	.584
p.4 fair	1.000	.721
t.3 safety	1.000	.624
t.1 require	1.000	.598
t.2 trust	1.000	.628
t.4 secure	1.000	.418
d.6 vaca	1.000	.706
c.3 long	1.000	.531
c.7 info	1.000	.527

Extraction Method: Principal
Component Analysis.

Figure 4.6 (left) Final Factor Analysis

Figure 4.7 (right) Final Factor Analysis (Eigenvalues Table)

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.718	31.456	31.456	4.718	31.456	31.456	3.196	21.304	21.304
2	1.918	12.784	44.240	1.918	12.784	44.240	2.370	15.802	37.106
3	1.507	10.048	54.287	1.507	10.048	54.287	2.180	14.536	51.642
4	1.075	7.166	61.454	1.075	7.166	61.454	1.472	9.812	61.454

Figure 4.8 Total Variance Explained

Table 4.2 Final Factor Analysis (Components)

Group	Code	Details
System Reliability	p.4 fair	The pricing of Airbnb accommodations is transparent and fair.
	t.3 safety	For safety and security, you feel comfortable using this Airbnb system.
	t.1 require	Do you think the effort required to use Airbnb is worth it?
	t.2 trust.	Airbnb systems appear to be trustable in short-term apartment rentals.
	p.2 reason.	The price I paid for my AirBnB accommodation was reasonable.
	t.4 secure.	I feel secure sending personal information to the host when booking accommodation.
Interior Design	d.1 home.	The design of Airbnb's house feels like home.
	d.3 vast.	Airbnb houses provide vast spaces to stay.
	d.4 clean.	The property of the Airbnb houses is clean
Price Valuable	p.3 price.	I am familiar with Airbnb's pricing structure (nightly rates, cleaning fees, and service fees)
	p.1 cost.	Airbnb is more cost-effective than Hotel.
	c.7 info.	I always received updated information from Airbnb.
	c.4 relax.	I can spend my relaxation time at Airbnb.
User's convenience	d.6 vaca.	I prefer to choose Airbnb for a vacation.
	c.3 long.	I prefer the Airbnb service to stay for long-term rentals.

Final Factor Analysis (KMO and Bartlett's Test)

The initial factor analysis passes both assumption tests, with the Sig. (p) Bartlett's Test of Kaiser-Meyer-Olkin Measure Of Sampling Adequacy is less than 0.05, and the MSA score of the KMO Measure of Sampling Adequacy is more significant than 0.70 for each attribute, showing that this factor analysis is usable.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.787
Bartlett's Test of Sphericity	Approx. Chi-Square	619.490
	df	105
	Sig.	.000

Figure 4.9 KMO and Barlett's Test

4.7 Final Factor Analysis (Mean Values from the Remaining)

After conducting the factor analysis, some qualities with low factor loading, cross-loading, or mismatch meaning were eliminated. The remaining properties can be categorized and renamed into 4 groups as System Reliability, Interior Design, Price Valuable, and User Convenience. The mean values of each remaining attribute are shown in Figure 1.1, showing that the design of Airbnb's house feels like home (d.1 home) has the highest mean score, followed by the customer felt that Airbnb houses provide vast spaces to stay (d.3 vast) and The customer felt secure to sending personal information to the host when booking accommodation (t.4 secure)with the least effort, respectively.

4.8 Final Factor Analysis (Scree Plot)

Figure 4.10 illustrates the scree plot obtained complying with the factor analysis. After reducing some features from the factor analysis, this scree plot became more horizontal, allowing for a visible separation at eigenvalue 1. When eigenvalue 1 is taken into account, this scree plot shows that the total number of significant factors is 4 (which is also the number of significant factors found through factor analysis).
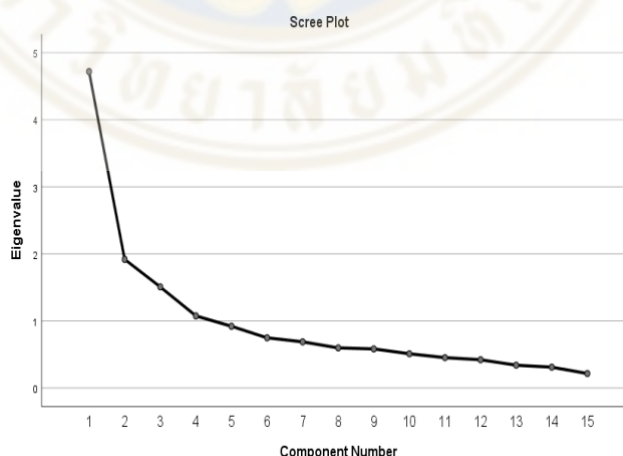

Figure 4.10 Final Factor Analysis(Scree Plot)

4.9 Reliability Analysis

The attributes of each variable are processed through the Cronbach's Alpha test to determine the questionnaire's reliability from the internal consistency of each variable, with the criteria that Cronbach's Alpha score should be greater than 0.7. The results showed that both variables were found to pass a high Cronbach's alpha value, indicating that the items in each set were highly consistent and reliable. However, the User's Convenience group was low consistent and low reliable. So, the score distribution is shown in the following figures.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.815	.816	6

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.797	.801	3

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.732	.730	4

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.490	.507	2

Figure 4.11 Reliability Analysis

4.10 Regression Analysis

The regression analysis aims to test the relationship between the independence variables (System Reliable and Price Valuable) and dependent variable (Decision to use the Airbnb platform) in which we hypothesized that both System Reliable and Price Valuable would have a positive relationship towards the Decision to use the Airbnb platform.

4.11 Multiple Regressions Analysis

The Hypothesis of System Reliable and Price Valuable towards the Decision to use room aboard via the Airbnb Platform.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.422[a]	.178	.158	.78721

a. Predictors: (Constant), MEAN_G3, MEAN_G2, MEAN_G1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.264	3	5.421	8.749	.000[b]
	Residual	74.984	121	.620		
	Total	91.248	124			

a. Dependent Variable: MEAN_m
b. Predictors: (Constant), MEAN_G3, MEAN_G2, MEAN_G1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.492	.403		1.220	.225
	MEAN_G1	.324	.138	.220	2.351	.020
	MEAN_G2	.138	.113	.109	1.219	.225
	MEAN_G3	.287	.133	.211	2.166	.032

a. Dependent Variable: MEAN_m

Figure 4.12 Multiple Regression Analysis

Less than 0.05

System Reliable (Sig. = .020)

Standardized Coefficient Beta = .220

Decision to use room aboard via Airbnb system.

Price Valuable (Sig. = .032)
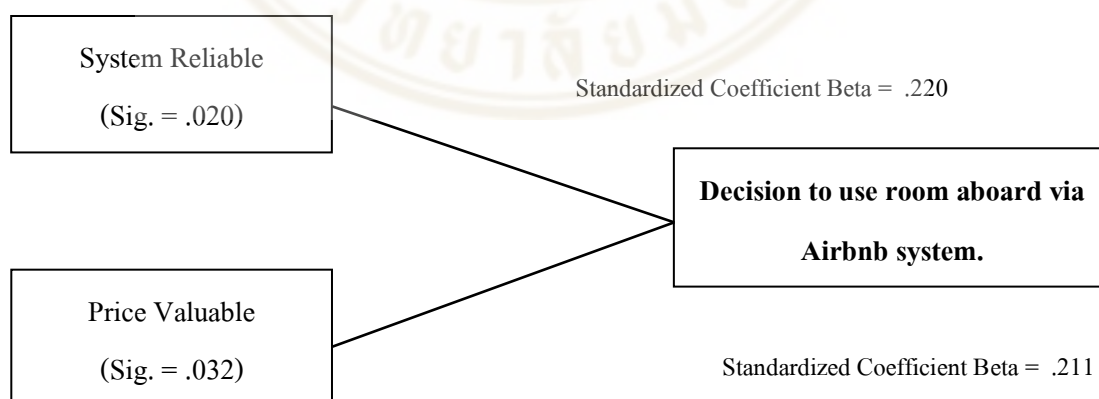
Standardized Coefficient Beta = .211

Figure 4.13 Multiple Regressions Analysis (2)

4.12 T-test and Analysis of Variance (ANOVA)

T-test

The independent t-test is performed in this study to assess whether there is a significant difference between the means of two independent groups within the samples. Because we collected the gender as male and female, indicating two separate groups, we used the independent t-test. If the Sig. in Levene's Test for Equality of Variances is greater than.05, we will assume that the variances are equal, and vice versa, we will look at the Sig. (2-tailed) on the t-test table to identify the significant difference with Sig. less than.05.

An independent t-test is a statistical tool aimed at determining the significant difference between the means of two independent groups within the collected samples. In this study, the researchers collected the gender by dividing only male and female groups suitable for the independent t-test method. If the Sig. in the Levene's Test for Equality of Variances is greater than .05 (and vice versa), it will be assumed that the variances are equal. If the Sig. (2-tailed) It will be considered significant if the t-test table is less than .05.

There are only two attributes that have a significant difference between males and females. Firstly, the customer feels comfortable with safety and security when using the Airbnb system, which indicates females and males are equal variances of customers feel safety and security when using the Airbnb system. The Sig. of Levene's test equals to .0.590, showing equal variances assumed while it has the Sig. (2-tailed) at .679, indicating the same significance. The other attribute, the customer feel secure sending personal information to the host when booking accommodation which also indicates that females and males perceive that customer feel secure sending personal information to the host when booking accommodation with the same equal variances. The Sig. of Levene's test equals .0.076, showing the equal variances assumed while it has the Sig. (2-tailed) at .292, indicating the same significance.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
t.3 safety	Equal variances assumed	.293	.590	-.415	122	.679	-.065	.157	-.377	.246
	Equal variances not assumed			-.418	110.025	.677	-.065	.156	-.375	.245

(t3. Safety) For safety and security, you feel comfortable using this Airbnb system.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
t.4 secure	Equal variances assumed	3.210	.076	-1.058	122	.292	-.161	.152	-.463	.140
	Equal variances not assumed			-1.037	99.566	.302	-.161	.155	-.470	.147

(t4. Secure) I feel secure sending personal information to the host when booking accommodation.

Figure 4.14 T-Test Analysis

4.13 Analysis of Variance (ANOVA)

The analysis of variance or ANOVA is the statistical method used to test whether the means of two or more groups are significantly different from each other. This study adopts the one-way ANOVA method to test across the demographic's profiles, including Age Range, Employment Status, and Monthly Income, then check the details of each difference with Bonferroni's post hoc test. However, the results showed non-significance differences among any demographic profiles indicating that the Price Valuable would work well across all age ranges, employment status, and monthly income.

4.14 Motivations to Use (Results)

The decision to use room service abroad via the Airbnb system in the next six months, the results indicated that the mean of decision to use the room service abroad via the Airbnb system (2.50), can separate to the System Reliable (2.74) and the Price Valuable (2.68). Which have the above average and the two averages of System Reliable

and Price Valuable can lead to the decision to use room service abroad via the Airbnb for the customer to use the service in the future.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
MEAN_G1	125	1.67	4.00	2.7493	.58415
MEAN_G3	125	1.25	4.00	2.6800	.62910
Valid N (listwise)	125				

Figure 4.15 Descriptive Statistic

CHAPTER V
RECOMMENDATIONS & CONCLUSION

5.1 Recommendations

This research investigates and analyzes the factors that significantly impact visitors' decisions to utilize room service within the Airbnb system. Employing a mixed-methods approach to data collection, the study incorporates quantitative techniques. The findings of this investigation provide invaluable insights into the underlying motivators guiding guests' preferences for room service within the Airbnb context. In order to, the introduction of this study mentioned how Airbnb executives try to stay in different places and take pictures of the atmosphere of that place Which is the way to receive a good response. And, staying at each Airbnb place, the guest not only receives the convenience of resting, but Airbnb also creates a new society for guests to meet each other to create a good experience for customers through joint activities between guests and increasing guest Impressive. As the new society to the hosts and the guests who rent the short-term apartment for their aspects. Furthermore, the study offers practical recommendations for hosts and Airbnb management to enhance customer satisfaction and engagement toward the decision of customers to use room service abroad via the Airbnb system. In addition, Ensuring Accessibility and Convenience as the convenience of accessing room service plays a pivotal role in the decision-making process. Hosts should strive to ensure that room service options are easily accessible and available at appropriate hours, reducing barriers to utilization. Plus, as Transparent and Competitive Pricing attracts more guests to use room service, hosts should ensure that pricing is transparent and competitive. Displaying the cost of room service prominently and providing value for money can incentivize guests to opt for these services instead of seeking alternatives outside the Airbnb platform. According to the factor analysis after conducting the factor analysis which have the most potential component as System Reliability.

System Reliability, which is the factor that has included the highest attribute in the component. In this System, Reliability is a group of the component that consists of safety and security when customers use the service of Airbnb, trustable in short-term apartment rentals, reasonable price, and the security process when sending personal information, which can lead the attribute from the questionnaire survey and after conducting to create a new component as System Reliability for people who are the customers of Airbnb platform to have more trustworthiness of the system, service, and price to this rental apartment business industry. For the attribute in the System Reliability contained the price of Airbnb accommodation is transparent and fair to the guest, as the customers feel that price is worthiness to the accommodation where they choose to stay in the cozy accommodation which feels like home, the decoration and design is vast to stay also pricing that is fair and clear supports the perception of value for money. The customers are more likely to think the hotel is worth the money if they know what is included and what services and amenities are available. This good perception of value can lead to increased guest satisfaction and positive word-of-mouth recommendations. Furthermore, the repeat bookings and loyalty as the Satisfied guests are more likely to become loyal clients. Transparent pricing leads to a great guest experience, which increases the possibility of subsequent bookings. Loyal clients are valuable to hosts and the Airbnb network because they provide a consistent revenue stream and lessen the need for ongoing marketing efforts.

Moreover, for the customer feel the worthiness of the effort to use Airbnb accommodation. As the evaluation of the worthiness of using Airbnb accommodations involves a comprehensive analysis of cost-effectiveness, unique experiences, reviews, safety, communication, host reputation, policies, and additional offerings. Customers aim to make informed decisions that align with their preferences and ensure a satisfactory and memorable stay. Plus, the customer feels secure to sending their personal information to the host to booking the accommodation. As the system of Airbnb is trustable, the process keeps the information private for customer personal information. This can lead the customer have ability to turn back to use the Airbnb system in the future, also the word-of-mouth, as customers can provide their comments and feedback to their friends and society, and other customers believe their own feedback of user experiences. Lastly, customers feel secure about sending their personal

information to the host for booking accommodation on Airbnb when they can trust the platform's security, verify the host's credibility through reviews and ratings, understand transparent policies, benefit from secure payment options, and have access to reliable customer support. The formal assessment of these factors instills confidence and helps customers make informed decisions while safeguarding their privacy and security.

Furthermore, another component is Price Valuable, which provides attributes of the valuable price that customers have received from the Airbnb accommodation service. Price Valuable group consist with the valuable price when using room service, pricing structure of night rate fees, cleaning fees and services fee all of the worthiness pricing structure can lead the customers to feel comfortable with this business service. Customers will have an afford to use the Airbnb accommodation again if they have a chance to reserve the short-term apartment rental. In order to this component, the customers feel safe and appreciated that they have a chance to receive updated information from this business industry. This can lead customers to know the company has up-to-date information. Additionally, the price valuable consist of the cost-effectiveness of the Airbnb system over the hotel, from the rental pricing structure.

5.2 Conclusion

In conclusion, this research study explores into the elements that influence the decision to use room service through the Airbnb system, providing useful insights that might have a significant impact on the hospitality industry. The mixed-methods approach, which included quantitative data, enabled for a thorough investigation of the subject, providing a better understanding of customer behavior and preferences. The study's findings demonstrate the significance of excellent communication channels between hosts and guests. Prompt and clear communication, particularly on room service offerings, can improve visitors' decision-making and positively influence their use of in-house services. Transparent and competitive pricing was identified as a crucial determinant, emphasizing the importance of publicly displaying room service costs and delivering value for money to attract customers. Personalization has been recognized as an essential factor that can contribute to greater room service consumption. Room service alternatives tailored to specific guest preferences promote a more pleasant and

customer-centric environment. Furthermore, high-quality visual information highlighting room service offers can play an essential role in influencing guests' decisions, setting suitable expectations, and improving the entire experience.

According to the result of finding and collecting the data analysis to enhance the factors which influence Thai tourists' decision to use room service aboard via Airbnb's booking system which are System Reliability, Interior Design, Price Valuable, and User Convenience. All of these four components can related toward the customer's satisfaction to integrate their motivation to make a decision to use the room service of Airbnb accommodation. For System Reliability, Thai tourists buying room service through Airbnb's booking system plays a critical role in their decision-making process. The level of confidence and trust in the platform's ability to operate smoothly and efficiently substantially impacts their overall satisfaction and likelihood of engaging in repeat bookings. Next, the Interior Design, Interior design appears as a crucial element affecting Thai tourists' choice of Airbnb room service. According to the survey, the visual appeal, aesthetics, and ambiance of the offered lodgings directly influence their choice. To adapt to Thai tourists' preferences, hosts should focus on constructing visually appealing and well-designed venues, which could lead to more reservations and excellent evaluations. Price Valuable, the results of the research highlight the critical impact of Price Valuable in influencing Thai tourists' decisions to use Airbnb room service. Thai visitors are demanding when it comes to balancing price and service quality. Lastly is User Convenience, User convenience emerges as a crucial factor affecting Thai tourists' use of room service via Airbnb's booking system. According to the report, travelers want a seamless and hassle-free experience during the booking process and during their stay. Improved user interfaces, faster check-in procedures, and effective communication channels with hosts are all critical factors that contribute to perceived convenience. As a result, the emerging factors that have the most willingness to choose the service through Airbnb's booking system is the System Reliability that the customers willing to choose in the future to the reliable of process system and service is trustworthiness to make a decision of this business industry from the customers preferences.

5.3 Limitation and Future Research

According to the findings, results and recommendation in this study provide insight of influence factors that can lead tourists who visit abroad and use the room service via the Airbnb system, which have each insight, location, and satisfaction that may influence each motivation factor differently to the consumers, for the group of sample size can indicate from the males and females who use the room service through the system when traveling aboard. For future research, this can lead the factors to concentrate on specific locations and the specifics of each factor. Furthermore, because of the sample groups and the number of respondents, the gathered responses may be biased and might not accurately reflect the true motivators. Future research could employ bigger sample sizes to better reflect the genuine factors that Thai travelers evaluate when choosing a room service when traveling abroad.
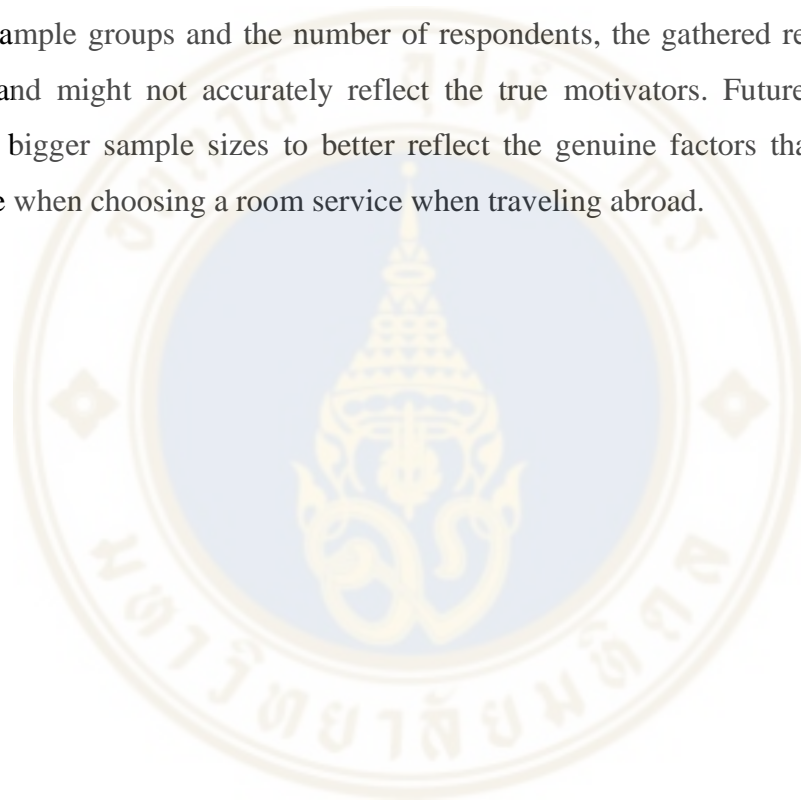
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