FACTORS INFLUENCE THE TOURIST'S DECISION MAKING TO VISIT PHI PHI ISLAND

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ABSTRACT

The purpose of this study is to investigate push and pull motivation factors that influence tourist's decision making to visit Phi Phi Island due to the rapid growth of outbound tourism market, and it is also to analyze the relationships among the push and pull motivation factors.

This study examines the key factors that motivate the tourists' decision to visit Phi Phi Island. This research uses quantitative method with total of 200 respondents by using paper-based questionnaires and conducts the survey at Phi Phi Island. The finding of this research can be concluded that both push and pull motivation factors have an influence toward their decisions. However, push motivation factors contribute higher motivation level than pull motivation factors to the decision making of tourists in visiting Phi Phi Island. The results of this research would help promote travel industry by attracting more tourists to visit Phi Phi Island.

KEY WORDS: PUSH MOTIVATION / PULL MOTIVATION / TOURIST / PHI PHI ISLAND

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CHAPTER I
INTRODUCTION

1.1 Background

Thailand is considered a delightful destination for tourists around the world. There are many supporting factors that make Thailand a world-famous tourist destination whether it's delicious food or a low cost of living.

Thailand's tourism growth continues. Thailand attracted 12.1 million international tourists in April 2024, a 39% increase over the previous year and 87% of the pre-COVID-19 level (Innovest, 2024) The China market drove the growth, with 2.3 million arrivals, up 178% year on year to 59% of pre-COVID-19 levels, while other source markets (excluding China) grew at a more typical rate, with 9.8 million arrivals, up 24% year on year to 98% of pre-COVID-19 level. This data implies that our goal of 35 million international visitor arrivals, up 24% year on year from 28.2 million in 2023 and 87% of pre-COVID-19 levels, is attainable (Innovest, 2024).

According to the Ministry of Tourism and Sport report (shown in Table 1.1), in 2023 Thailand’s tourism revenue increased from the previous year by approximately 2.17 trillion baht which increased in percentage by 77.89%, especially Krabi which has the greatest growth rate in tourism revenue and number of tourists. Although the amount of tourism revenue and number of tourists are not the top rank, the growth rates are the highest. This can be identified that Krabi is one of the interesting cities for both tourism stakeholders and tourists.

Table 1.1 The top 10 provinces that have high tourism revenue.

Province	Revenue (million baht)	Growth rate	Number of tourists	Growth rate
Bangkok	750,150.60	78.75	56,263,370	44.26
prachuap khiri khan	44,240.75	30.61	11,143,079	17.66
Phetchaburi	32,334.35	31.75	10,819,466	20.26
Chonburi	233,681.11	122.25	23,263,746	59.86
Krabi	52,500.69	141.23	3,803,375	108.89
Phuket	388,017.18	102.05	11,300,498	95.94
Suratthani	86,557.91	128.72	7,610,366	92.52
Songkha	35,590.11	95.83	5,128,081	75.53
Chiang Rai	46,773.91	36.22	6,147,860	20.87
Chiang Mai	89,193.79	45.08	10,678,764	19.54

Source: data collected from the Ministry of Tourism and Sport, 2024

Phi Phi Island (Koh Phi Phi) is an island in the middle of the sea. It is 42 kilometers from Mueang District. Most tourists who visit the islands come to snorkel and see sea anemones. and beautiful fish and various islands between the shipping routes Krabi-Phi Phi Islands-Phuket. The Phi Phi archipelago consists of 6 islands which are (1) Koh Phi Phi Don, (2) Koh Phi Phi Le, (3) Koh Yung, (4) Koh Bamboo, (5) Koh Bida Nok, and (6) Koh Bida Nai. The interesting tourist attractions of the Phi Islands, Phi Phi Don Island, have an area of approximately 28 square kilometers. The interesting tourist attraction of the Phi Phi Islands is Phi Phi Don, which has an area of approximately 28 square kilometers. Moreover, the highlights of Phi Phi Don are Ton Sai Bay and Loh dalum Bay. Ton Sai Bay consists of the Koh Phi Phi pier and several accommodations and shops. Additionally, in 2024 Koh Phi Phi's Maya Bay was named the 3rd best beach in the world by Lonely Planet, a popular travel publication around the world.

Phi Phi has an area of approximately 4,200 rai. The entire area is an island. Community area next to the seashore There are hills, cliffs, and beautiful beaches. Phi Phi Island (Koh Phi Phi) is an island in the middle of the sea. It is 42 kilometers from Mueang District. Most tourists who visit the islands come to snorkel and see sea anemones. and beautiful fish and various islands between the shipping routes Krabi-Phi Phi Islands-Phuket.

The Phi Phi Islands, particularly Koh Phi Phi, are known for their breathtaking scenery, which includes beautiful marble hills and blue oceans. Phi Phi Don, the main island, greets visitors with Tonsai Bay, while Phi Phi Leh provides an interesting contrast. The nearby islands provide white-sand beaches, crystal-clear oceans, and superb diving and snorkeling opportunities. Phi Phi Don is known for its bustling nightlife, which includes fire dance, Muay Thai boxing, and worldwide DJs. Although the island is not known for shopping, its lanes provide unique knickknacks and stylish products (All4dive, 2024).

Table 1.2 The statistics of tourists visiting Phi Phi island

Year	Number of tourists (Krabi)	Number of tourists (Phi Phi Island)	Percentage
2018	6,903,490.00	820,699.00	11.89
2019	6,838,846.00	634,308.00	9.28
2020	1,578,186.00	475,573.00	30.13
2021	407,133.00	50,944.00	12.51
2022	1,820,724.00	232,142.00	12.75
2023	3,803,735.00	480,570.00	12.63
2024	2,363,268.00	461,233.00	19.52

Source: data collected from Ao Nang Subdistrict Administrative Organization (2024)

Figure 1.1 The Phi Phi Island map

Source: All4diving, 2024

Most of the villagers work as professionals in the tourism business, travel service work, and service work. Their main occupation is the tourism business. Employment in services, trading, secondary occupations, employment in services, trading, and fishing. Citizens have an average income of 63,536.11 baht/person/year (the Civil Service Commission, year 2011).

1.2 Problem

The tourist industry struggles to effectively attract and serve potential guests due to a lack of deep understanding of these decision-making processes. This information gap can result in inadequate marketing strategies, missing opportunities to improve tourist experiences, and negatively impact long-term tourism development.

1.3 Research questions

1. What are the key factors influencing tourists' decisions to visit Phi Phi Island?
2. What internal and external factors influence tourists' decisions making to choose Phi Phi Island as a travel destination?
3. What specific attributes of Phi Phi Island (e.g., natural beauty, cultural experiences, adventure activities) are most attractive to tourists?

1.4 Research objective

1. To identify the key factors influencing tourists' decisions to visit Phi Phi Island.
2. To investigate internal factors and external factors influencing shaping tourists' decisions making
3. To identify the attribution of Phi Phi Island that attracts tourists

1.5 Scope of the study

The study targets tourists visiting Phi Phi Island, to analyze what are factors that impress their experience and influence them to revisit, additional tourism stakeholders or tourism businesses in Phi Phi Island, to analyze current offer services and capability to satisfy tourist’s needs

1.6 Expected benefits

The study aims to provide recommendations for tourism stakeholders, including tour operators, marketers, and local authorities, to enhance their strategies and improve the overall tourist experience on Phi Island.

CHAPTER II
LITERATURE REVIEW

2.1 Tourism

Tourism is one of the most achieving successes and rapidly expanding economic industries worldwide. Tourism is the act and process of spending time away from home looking for recreation, relaxation, and pleasure while taking enjoyment from commercial services (Walton, 2024). Tourism is described as the activity of people traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes (World Tourism Organization, 1993). There are three main types of tourism: domestic tourism, incoming or inbound tourism, and outbound tourism (details in Table 2.1).

Table 2.1 The three main types of tourism

Types of tourism	Explanation
Domestic tourism	This is when people take vacations, short weekends, and day trips within their own country.
incoming or inbound tourism	This refers to people entering the country in consideration of their native country, which is a type of international tourism.
outbound tourism	This term refers to people traveling away from their home country to visit other international countries for leisure or business.

Source: Rowe, Smith and Borein (2002)

Table 2.2 The range of reasons for traveling

Leisure tourism	Visiting friends and Relatives (VFR)	Business tourism
- Holiday	- Visiting elderly relatives	- Business Meeting
- Health and Fitness	- Social visits to friends	- Exhibitions and trade fairs
- Sport	- Wedding celebration	- Conference and convention
- Education		- Incentive travel (given by businesses as rewards for sales or achievement in that business)
- Culture and religion		
- Social and Spiritual		

Source: Rowe, Smith and Borein (2002)

According to table 2.2, it categorizes reasons for traveling of tourists into three main types which are (1) Leisure tourism, (2) Visiting friends and relatives (VFR), and (3) Business tourism. Leisure tourism includes holidays, health and fitness, sports, education, culture and religion, and social and spiritual activities. Visiting friends and relatives (VFR) encompasses visiting elderly relatives, social visits to friends, and wedding celebrations. Business tourism involves business meetings, exhibitions and trade fairs, and conferences and conventions include incentive travel, which is given by businesses as rewards for sales or achievements in that business.

Specialist travel service providers can help consumers make travel arrangements. These include travel agencies that sell travel items directly to individuals or groups, as well as business travel agencies that specialize in business travel or conference trade promotion. Tour operators offer a package to the individual, while sponsors provide the essential services necessary for the travel and tourism business. Figure 2.1 shows 6 important components that comprise the travel and tourism industry.

Figure 2.1 The 6 components of the travel and tourism industry

Source: Debdip Khan, 2020

According to figure 2.1, it presents the 6 components of the travel and tourism industry (DrMD USMANCMgr DBA, 2016) which are.

1. Travel agent: A travel agent offers information about travel destinations, recommends holiday packages based on preferences and finances, and prepares travel itineraries. They also offer complementary items such as money exchange, automobile rentals, and insurance.

2) Tour operator: Tour operators provide holiday packages that include transportation (rail, road, or air), lodging (hotels, resorts, apartments, and guesthouses), and travel services (airport transfers, sightseeing, and excursions). These can be wholesalers that work with travel companies or direct sellers who market directly to the public.

3. Accommodation (Lodging and Catering): Accommodation providers offer hotels, resorts, apartments, campers, and guest houses, which are marketed individually or as packages through tour operators. While direct marketing has high advertising expenditures, working with tour operators ensures high occupancy over the holiday season. These companies provide catering requirements through huge cafeterias and various fast-food restaurants.

4. Transportation: Transportation providers are people who operate any significant mode of transportation. They could be airlines, cruise lines, auto rentals, or

rail companies. A tourist's choice of transportation would be determined by the travel budget, destination, time, purpose of the tour, and convenience of access to the location.

5. Information and Guiding service: Tourist information and guiding providers include companies that provide insurance, recreational, communication, and financial services, as well as government agencies, tour guides, industry groups, package agents, ticketing agents, and vacation vendors.

6. Tourist Attractions: The principle of attraction is to determine the requirement for the attraction in an area in order to attract more visitors. It could be a large theme park, a museum, a gallery, a historical structure, an educational facility, and so on. Many countries experience the necessity for one or more visitor attractions in their area to broaden their appeal and attract a large number of potential tourists.

2.2 Factors Influence tourist's decision making

Generally, decision-making has been divided into five stages: problem identification, alternative information search, alternative evaluation and selection (choice), selection and purchase, and post-purchase process (Hawkins et al., 1995; Moutinho, 1987; Sirakaya and Woodside, 2005).

Understanding tourist behavior, motivation, and influencing factors supports tourism organizations responding to demand and aids in decision-making. Tourists' travel decisions are influenced by several factors, including their motivation and purpose for visiting, psychological expectations, the type of tourist destination, and the features that comprise different tourism activities. (Seyidov, Javid, and Roma Adomaitiene, 2016). A tourist destination selection process consists of three main steps. The first stage is known as the awareness set; the second is the disposition of some of those destinations to form a late consideration or invoked set; and the final destination is selected from those in the late consideration set. Tourists are exposed to a large amount of information that they have to analyze, and as a result, customers choose which destination they demand (Crompton, 1992).

Travel decisions identify the beginning of tourism activities; these choices are the outcome of joint action of both internal and external factors in the tourism environment. Tourists' travel decisions are influenced by several elements, including

their motivation and purpose for visiting, psychological expectations, the type of tourist destination, and the features that comprise different tourism activities. The process of travel decision-making is separated into four stages: forming tourist motivations, collecting and analyzing information, making a final decision, and evaluating it. Figure 2.2 illustrates the tourism model for the decision-making process. As shown in Figure. 2.2, tourist motivation is the combination of internal demand and external stimulation, as well as travel information source, information cost, and information technology applied to tourism information gathering analysis, which leads to travel decisions (Bo Pu, Yan Liu, and Qizhi Yang, 2015)

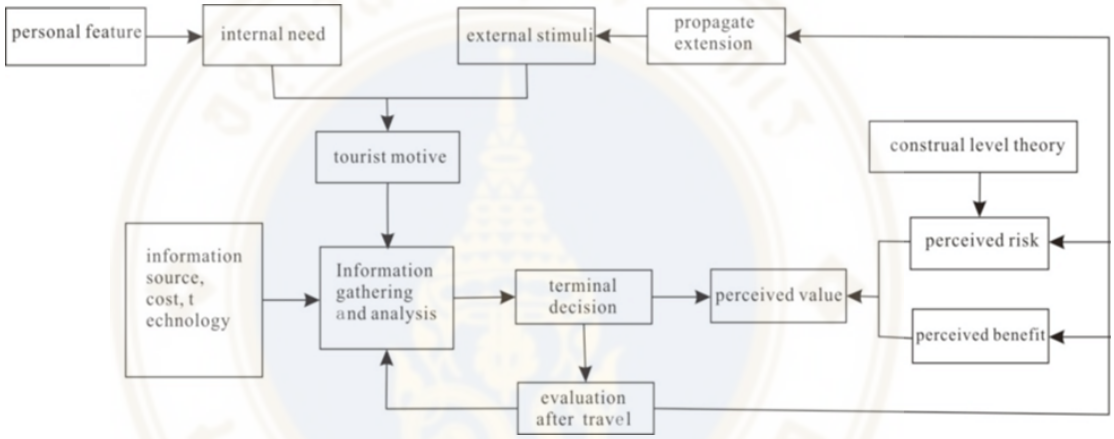

Figure 2.2 The tourism model for the decision-making process.

Source: Bo Pu, Yan Liu, and Qizhi Yang, 2015

2.2.1 Push and Pull motivation factors

Most push factors are intrinsic motivators, such as a desire to escape, leisure and relaxation, status, health and fitness, adventure, or social engagement. Beaches, recreation facilities, and cultural attractions are examples of pull factors that occur as a result of a destination's appeal (Uysal and Jurowski, 1994). Internal factors influencing decision-making include the desire for escape, rest, relaxation, prestige, health and fitness, adventure, and social interaction, whereas external factors are based on the destination's attractiveness, including tangible resources, as well as tourist perception and expectations (Hsu et al., 2009).

2.2.1.1 Internal Factors (Push motivation factors) Internal elements relating to the tourist's personal aspects such as motivation, attitude, and lifestyle (Dunne et al. (2011). Internal factors are divided into four categories: psychological (self-actualization, escape), physical (medical treatment, health, and fitness, or simply relaxation), social interaction (visiting friends/relatives, making new acquaintances), and seeking exploration (novelty and culture exploitation, adventure, nightlife, and shopping) (Hsu et al. (2009).

2.2.1.2 External factors influence (Pull motivation factors) External factors include the destination's crowd pull factors as well as family and societal impacts on the decision-making process (Dunne et al. (2011). There are various aspects that attract tourists, such as weather, culture, natural resources, affordability, different attractions, historical sites, nightlife entertainment, and shopping (Yiamjanya and Wongleedee 2014). The pull factors are considered as the destination features which attract the tourist to a destination such as beach, sport facilities (Klenosky, 2002).

2.3 Destination attribution

Destination attributes are described as the characteristics that satisfy the tourist and create a revisit motivation (Berrin GÜZEL, 2017). Destination attributes are essential for several types of reasons, including the fact that travelers evaluate possible spots and rely their decisions on the attributes of each of them. Furthermore, destination attributes influence the visual representation of the spot. (Kim, 2014) Zabkar et al. (2010) have assessed the perceived quality of a destination through destination attributes. They used six attributes in one dimension that some of them are, ease of reaching, cleanliness, diversity of attractions, accommodation, friendliness of local people which are similar to the Buhalis (2000)’s 6A framework.

Table 2.3 The source of variable

Reference	Internal factors					External factors				
	Relaxation	Prestige	Culture	social interaction	Escaping from daily routine	Nature	Adventure	Nightlife	Friendly People	Easy access and affordable
Rojan Baniya, Suman Ghimire, Sandip Phuyal (2017)	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Som&Marzuki (2012)	✓	✓	✓	✓	✓					
Rajesh (2013)			✓			✓	✓	✓	✓	
Robert Travers (2003)			✓			✓	✓	✓	✓	
Renu Malra (2016)	✓	✓	✓	✓	✓	✓	✓			✓
Valentin C. Mihai et al. (2023)			✓				✓		✓	✓
Nattakarn Premgamol (2015)	✓	✓		✓						✓

2.4 Framework

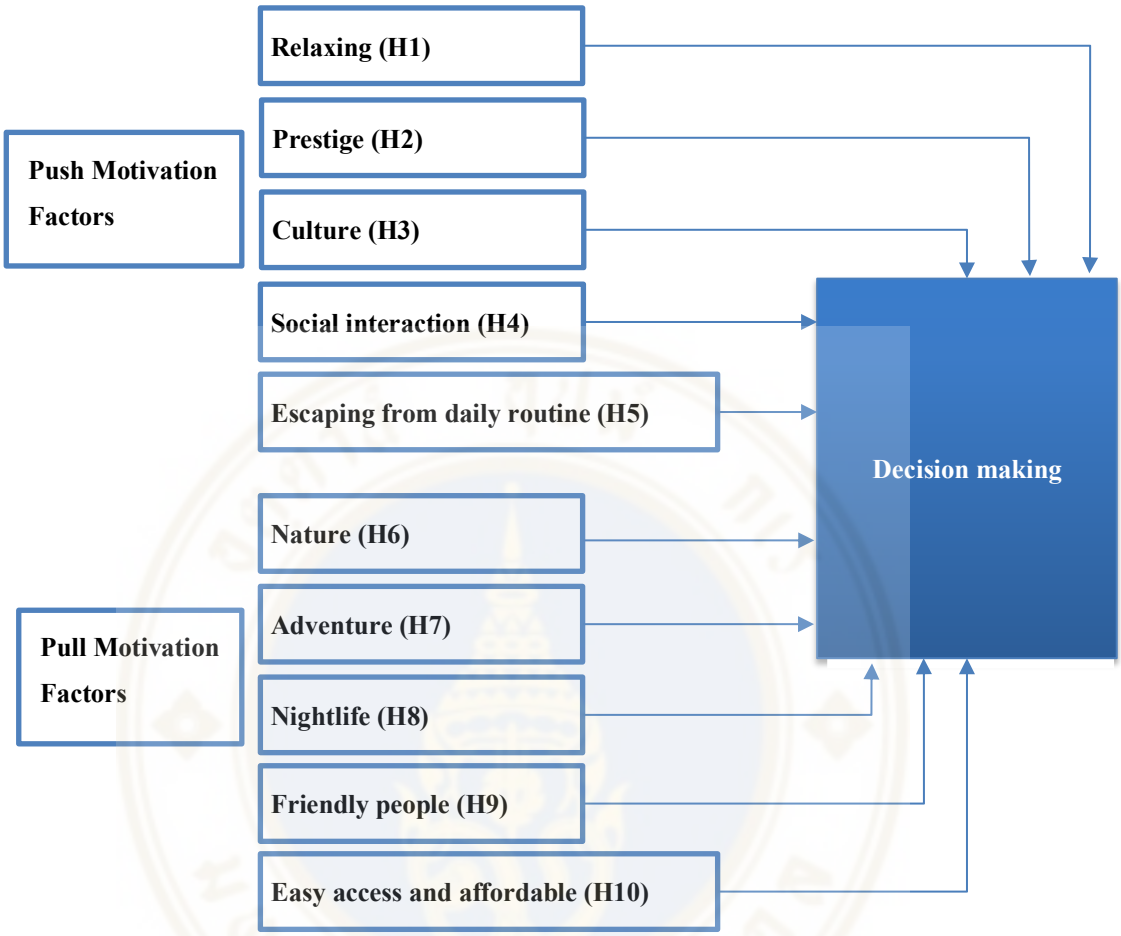

Figure 2.3 Framework

CHAPTER III
RESEARCH METHODOLOGY

The purpose of this chapter is to describe the theoretical framework and methodology that are used to achieve the research objectives of this study. The first section presents the method of research. The next sections are sources of data, sampling design that describes RESEARCH METHODOLOGY the target population, sample size, and sampling procedure of this study. Moreover, this process designs the method of gathering information through the research instruments and questionnaires. Lastly, this chapter discusses the statistical treatment of data.

3.1 Framework and Hypothesis

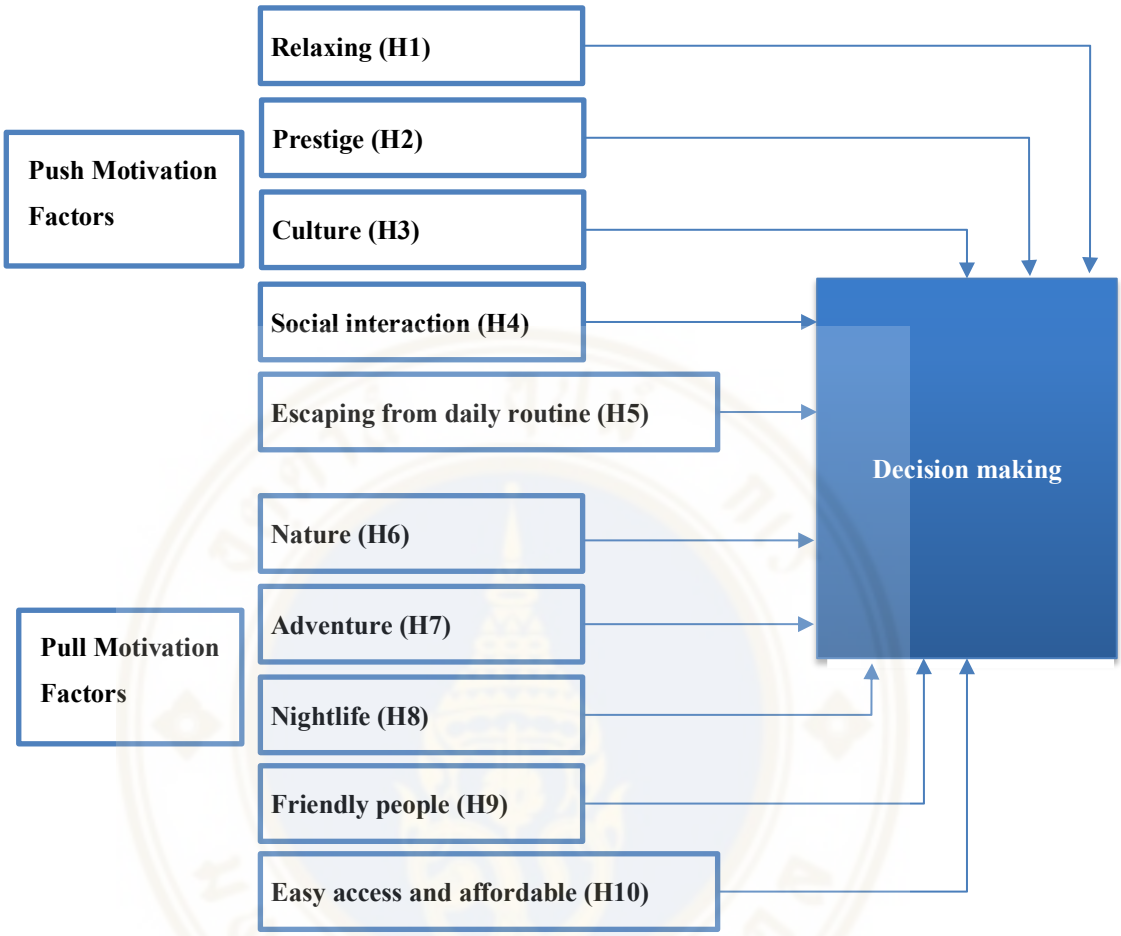

Figure 3.1 Framework

H1 : The push factor in terms of Relaxing influences tourists' Decision visit Phi Phi Island.

H2 : The push factor in terms of Prestige influences tourists' Decision to visit Phi Phi Island.

H3 : The push factor in terms of Culture influences tourists' Decision to visit Phi Phi Island.

H4 : The push factor in terms of social interaction influences tourists' Decision to visit Phi Phi Island.

H5 : The push factor in terms of Escaping from daily routine influences tourists' Decision to visit Phi Phi Island.

H6 : The pull factor in terms of Nature influences tourists' Decision to visit Phi Phi Island.

H7 : The pull factor in terms of Adventure influences tourists' Decision to visit Phi Phi Island.

H8 : The pull factor in terms of Nightlife influences tourists' Decision to visit Phi Phi Island.

H9 : The pull factor in terms of Friendly people influences tourists' Decision to visit Phi Phi Island.

H10 : The pull factor in terms of Easy access and affordable influences tourists' Decision to visit Phi Phi Island.

3.2 Method of the study

In this study, descriptive study is used to describe the characteristics of population. Zikmund (2003) expresses the descriptive study seeking to determine the answer to who, what, when, and how questions. This study focuses on the title "Factors Influence the tourist's decision making to Visit Phi Phi Island". The study uses a survey technique to collect data from a sample of tourists who visit Phi Phi Island The researcher uses the questionnaire as a research tool for gathering information from a sample group of people. Survey provides quick, inexpensive, efficient, and accurate means of assessing information about a population (Zikmund, 2000).

3.3 Respondents of the Study

According to the study, it aims to analyze the factors that influence tourists' decision making to visit Phi Phi Island, Thailand. The target population is focused on Tourists who come to visit Phi Phi Island. Due to the limitation of time and money, the researcher decides to collect the data from respondents who are at Phi Phi Island. There are many tourists visiting Phi Phi Island each day, so the target population is unknown. Therefore, the sample size for this study is based on the method of Smith (2013) a known population size as discussed below:

$$n = \frac{Z^2 \cdot \sigma \cdot (1-\sigma)}{e^2}$$

Where:

n is the sample size

Z is the Z-value (the number of standard deviations from the mean), which corresponds to the desired confidence level. This study aims to use 1.96 for 95% confidence

σ is the standard of Deviation as 0.5

e is the margin of Error (Confidence Interval) as 5%

$$n = \frac{1.96^2 \cdot 0.5 \cdot (1-0.5)}{0.05^2}$$

$$n = \frac{0.9604}{0.0025}$$

$$n = 200$$

Thus, the total sample size applied to this research is 200 respondents.

3.4 Research Instruments / Questionnaire

This study uses a survey method to collect primary data to distribute the questionnaire to tourists who visit Phi Phi Island. The design of the questionnaire is based on a research objective and research framework. A questionnaire is divided into two parts. The first part of the questionnaire is a screening question that aims to screen the demographical information of the respondents and understand their basic background of the respondents.

The second part is a main questionnaire that contains main 3 sectors which are the push factor and pull factor. The researcher decides to use a five-point Likert scale or interval scale to measure the data by setting the motivation scale as “1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree”. For the part of the questionnaire, is general information which includes gender, age, education, occupation, marital status, and monthly income. The last part of the questionnaire is the

ranking of personal tourist destination distribution to identify feature attribution of Phi phi Island.

3.5 Source of data

3.5.1 Primary Data

Kotler (2000) indicates that the primary data is data gathered for a specific purpose for a particular research project. Kotler further states that primary data can be collected in five ways such as observation, focus groups, surveys, behavioural data, and experiments. For this study, the researcher decides to use questionnaires to collect the primary data.

3.5.2 Secondary Data

Kotler (2000) states that the secondary data are data collected for another purpose and have already existed somewhere. It provides a starting point for study and offers the advantages of low cost and ready availability. For this study, the researcher collects secondary data by gathering from various sources such as academic journals, the CMMU database, and from the website.

3.6 Statistical Treatment of Data

After collecting the data from target respondents, the researcher analyses the data by using the Statistical Package for Social Sciences (SPSS). From the theoretical framework, the researcher uses statistical analysis such as frequencies, descriptive to measure the general information of respondents, and Regression Analysis to test the hypotheses.

Table 3.1 Show the list the question of Demographic Information and answer

No.	Question	Answers
1.	Country of origin	_____
2.	Gender	- Male - Female
3.	Age	- 18-24 - 25-34 - 35-44 - 45-54 - 55-64 - 65 or above
4.	Marital Status	- Single - Married - In relationship - Separated - Widowed
5.	Monthly Income	- Lower than US 1,000 - US 1,001 – 2,500 - US 2,501 – 3,500 - US 3,501 – 4,500 - US 4,501 – 5,500 - Higher than US 5,500
6.	Education Level	- Primary school - Secondary school - Certificates and Diploma - Bachelor degree - Master degree - Doctoral degree

Table 3.1 Show the list the question of Demographic Information and answer (cont.)

No.	Question	Answers
7.	Occupation	- Management - Administrative support - Government/military - Professional related (doctor, attorney, etc.) - Sales - Construction - Service - Student - Self-employed - Housewife - Retired/not in the workforce - Other: _____

Table 3.2 Show the list the question of Part 2

Push and Pull Motivation Factors that Influence tourist's decision making to visit Phi Phi Island						
Level of agreement/level of satisfaction **5 -** Strongly agree **4 –** Agree **3 –** Neutral **2 –** Disagree **1 -** Strongly disagree						
Subject		**Motivation Level**				
		1	**2**	**3**	**4**	**5**
Push Motivation factor						
Relaxing						
1	I chose Phi Phi Islands because it is known for being a peaceful escape					
2	I want to release work pressures					
3	I prefer travel destinations that offer peaceful and quiet environments					
4	The relaxing atmosphere of Phi Phi Islands influenced my decision to visit					
5	I am attracted to Phi Phi Islands because of its tranquil beaches					

Table 3.2 Show the list the question of Part 2 (cont.)

Subject		Motivation Level				
		1	2	3	4	5
Prestige						
1	I want to fulfill my dream of visiting a place					
2	I come to Thailand to visit a destination which					
3	most people value					
4	I want to visit a destination that would impress my friend or family					
Culture						
1	I am interested in experiencing new cultures when I travel					
2	Learning about local customs and traditions is important when choosing a travel destination.					
3	I enjoy participating in cultural activities (e.g., festivals, and local ceremonies) while traveling					
4	I value destinations that offer rich historical and cultural heritage					
Social interaction						
1	I want to meet new people					
2	I will be able to share my travel experience after					
3	returning home					
4	I want to visit friends or relatives					
Escaping from daily routine						
1	I am stressed from my daily routine					
2	I feel overwhelmed by daily responsibilities					
3	I am dissatisfied with the variety of my daily activities.					
4	My current daily routine is monotonous.					

Table 3.2 Show the list the question of Part 2 (cont.)

Subject		Motivation Level				
		1	2	3	4	5
Pull Motivation factor						
Nature						
1	The clear waters of Phi Phi Islands are a significant factor in my decision to visit					
2	I am interested in participating in water-based activities (e.g., snorkeling, and diving) in Phi Phi Island.					
3	I enjoy visiting natural parks and reserves when I travel.					
4	The natural beauty of Phi Islands influenced my decision to visit.					
Adventure						
1	I am attracted to Phi Phi Islands because of its opportunities for snorkeling and diving.					
2	Rock climbing and hiking in Phi Phi Islands are significant factors in my decision to visit.					
3	I am interested in participating in water-based adventure activities (e.g., kayaking) in Phi Phi Islands.					
4	I seek out destinations that offer extreme sports and adventure experiences.					
Nightlife						
1	Experiencing nightlife is a key factor in my travel decisions.					
2	The variety of bars and clubs in Phi Phi Islands is a significant factor in my decision to visit.					
3	I am attracted to Phi Phi Islands because of its beach parties and night events.					
4	Nightlife activities (e.g., bars, clubs, night markets) are important to me when choosing a travel destination.					
5	I enjoy exploring different types of nightlife activities when I travel.					

Table 3.2 Show the list the question of Part 2 (cont.)

Subject		Motivation Level				
		1	2	3	4	5
Friendly people						
1	I am attracted to travel destinations known for their friendly locals.					
2	I am attracted to Phi Phi Islands because of the welcoming nature of its residents.					
3	The reputation of friendly locals in Phi Phi Islands influenced my decision to visit.					
4	I seek out destinations where I can easily communicate and connect with the local people.					
Easy access and affordable						
1	Phi Phi Islands is an ideal destination for travelers seeking easy access and affordability.					
2	The good value for money in Phi Phi Islands is a significant factor in my decision to visit.					
3	Convenient transportation options are important to me when choosing a travel destination.					
4	There are availability of travel information					
Decision making						
1	My decision to visit Phi Phi Islands was influenced by a combination of push and pull factors mentioned above.					
2	Recommendations from friends and family influenced my decision to visit Phi Phi Islands.					
3	Online reviews and ratings played a significant role in my decision to visit Phi Phi Islands.					
4	The overall reputation of Phi Phi Islands as a travel destination influenced my decision.					
5	The uniqueness of Phi Phi Islands as a travel destination influenced my decision to visit.					

CHAPTER IV
DATA ANALYSIS

This chapter contains a summary of data collected from questionnaires. The data is interpreted by using the Statistical Package for the Social Sciences (SPSS) Program. The data analysis is divided into three parts which are descriptive analysis, reliability testing (α test) and hypothesis testing.

4.1 Descriptive Analysis for Demographic Factors

The descriptive analysis is used to describe the characteristic. It is the transformation of raw data into understandable format. The descriptive analysis is used to describe the demographic profile of respondents in term of gender, age, education, occupation, marital status, monthly income and the general data. The data in this section is presented in a form of frequency and percentage distribution.

Table 4.1 The Analysis of Demographic by using Frequency and Percentage

Variables	Frequency	Percent
Gender		
Male	141	70.5
Female	59	29.5
Age		
25-34 Years old	157	78.5
34-44 Years old	41	20.5
45-54 Years old	2	1

Table 4.1 The Analysis of Demographic by using Frequency and Percentage (cont.)

Variables	Frequency	Percent
Maritual status		
Single	152	76
Married	21	10.5
In relationship	19	9.5
Seperated	7	3.5
Widowed	1	5
Monthly income		
US 2,501 - 3,500	81	40.5
US 4,501 - 5,500	50	25
US 1,001 - 2,500	43	21.5
US 3,501 - 4,500	24	12
Higher than US 5,500	2	1
Education level		
Bachelor degree	185	92.5
Certificates and diploma	7	3.5
Master degree	7	3.5
Doctoral degree	1	0.5
Occupation		
Self-employed	58	29
Professional related	52	26
Administrative support	18	9
Service	18	9
Construction	15	7.5
Government/military	12	6
Management	11	5.5
Student	10	5
Retired/not in workforce	6	3

Table 4.1 describes the analysis of demographic factors in term of gender, marital status, age, country, education level, occupation, and annual income. The first analysis is respondents' gender; it indicates that the majority of respondents are male which contains 70.5% (141) while female contains 29.5% (59). The second analysis is respondents' age, the highest percentage of respondents is in the range of age between 25 to 34 years which contains 78.5% (157), range of 34 to 44 years contains 20.5% (41), and range of 45 to 54 years is 1% (2). The third analysis is the respondents' marital status, the highest percentage of respondents' marital status is single which contains 76.0% (152), married 10.5% (21), in relationship 9.5% (19), separated 3.5% (7), and widowed 5.0% (1). Fourth analysis of respondents' monthly income, the highest percentage of respondents' monthly income is $2,501 to $3,500 which contains 40.5% (81), and 25.0% of respondents (50) have monthly income $4,501 to $5,500, 21.5% of them (43) has monthly income $1,001 to $2,500, 12.0% of them (24) has monthly income $3,501 to $4,500 and 1.0% of them (2) has monthly income higher than US 5,500, respectively. The fifth analysis is respondent's education level, the highest percentage of respondents' education level is Bachelor which contains 92.5% (185), Certificates and diploma contains 3.5% (7), Master degree contains 3.5% (7, and Doctoral degree is 0.5% (1). The sixth analysis is respondents' occupation, the highest percentage of respondents' occupation is Self-employed which contains 29.0% (58), Professional related is 26.0% (52), administrative support is 9.0% (18), service is 9.0% (18), construction is 7.5% (15), government/military is 6.0% (12), management is 5.5% (11), student is 5.0% (10), and retired/not in workforce is 3.0% (6)

Table 4.2 The Analysis of Push Factor, Pull Factor, and Decision Making by using Mean and Standard Deviation

Factor	Mean	Standard deviation	Motivation level
Push motivation factor			
Relaxing	4.12	0.449	High
Prestige	4.18	0.414	Very high
Culture	4.13	0.422	High
Social interation	4.15	0.398	High
Escaping from dialy routine	4.12	0.373	high

Table 4.2 The Analysis of Push Factor, Pull Factor, and Decision Making by using Mean and Standard Deviation (cont.)

Factor	Mean	Standard deviation	Motivation level
Pull motivation factor			
Nature	4.11	0.435	High
Adventure	4.15	0.401	Very high
Nightlife	4.06	0.433	High
Friendly people	4.01	0.485	High
Easy access and affordable	4.04	0.459	high
Decision making			
My decision to visit Phi Phi Islands was influenced by a combination of push and pull factors mentioned above.	4.03	0.672	high
Recommendations from friends and family influenced my decision to visit Phi Phi Islands.	3.99	0.743	High
Online reviews and ratings played a significant role in my decision to visit Phi Phi Islands.	4.06	0.699	Very high
The overall reputation of Phi Phi Islands as a travel destination influenced my decision.	3.98	0.705	High
The uniqueness of Phi Phi Islands as a travel destination influenced my decision to visit.	4.02	0.698	High

From Table 4.2, in term of push motivation factors, it indicates the highest mean score is 4.18 which is “Prestige” and the highest standard deviation is 0.449 which is “Relaxing”. In term of pull motivation factors, it indicates the highest mean score is 4.15 which is “Adventure” and the highest standard deviation is 0.485 which is “Natural Resource”. And in term of decision making, it shows that the highest mean score is 4.06 which is “Online reviews and ratings played a significant role in my decision to visit Phi Phi Islands.” and the highest standard deviation is 0.743 which is “Recommendations from friends and family influenced my decision to visit Phi Phi Islands.”.

4.2 Hypothesis testing

From research hypothesis, ten hypotheses are developed to study the push and pull motivation factors influence the. Tourist's decision making to visit Phi Phi Island. All hypotheses are tested by using Multiple Regression Analysis.

Table 4.3 The Analysis of Push Factor, Pull Factor, and Decision Making by using Multiple regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.280	.561		4.066	<.001
	Relaxing	.161	.067	.175	2.419	.017
	Prestige	-.117	.076	-.117	-1.538	.126
	Culture	.152	.076	.155	2.008	.046
	Social interaction	-.074	.085	-.072	-.877	.381
	Escaping from daily life	-.003	.092	-.003	-.030	.976
	Nature	.046	.071	.048	.641	.522
	Adventure	.134	.078	.130	1.715	.088
	Nightlife	-.042	.073	-.045	-.583	.560
	Friendly people	.117	.067	.137	1.750	.082
	Easy access and affordable	.052	.068	.058	.769	.443

a. Dependent Variable: Decision making

From Table 4.3, The analysis of push motivation factors reveals that only two factors significantly influence tourists' decision-making to visit Phi Phi Island. "Relaxing" demonstrates the strongest impact among push factors, with a p-value of 0.017 (< 0.05) and a Beta value of 0.175, indicating a moderate positive relationship with decision-making. This suggests that tourists are highly motivated by the opportunity to unwind and relax on the island. "Culture" also plays a significant role, with a p-value of 0.046 (< 0.05) and a Beta value of 0.155, showing a moderate positive relationship. Tourists appear to value the unique cultural experiences available on the island. However, other push factors, including "Prestige" (p = 0.126), "Social Interaction" (p = 0.381), and "Escaping from Daily Routine" (p = 0.976), do not show significant influence. These factors either have weak or negligible relationships with

tourists' decision-making, with "Escaping from Daily Routine" having almost no measurable impact.

Among pull motivation factors, none a statistically significant influence on tourists' decision-making, as all p-values exceed 0.05. However, "Adventure" (Beta = 0.130, p = 0.088) and "Friendly People" (Beta = 0.137, p = 0.082) show weak-to-moderate positive relationships, indicating some degree of attraction for tourists seeking adventurous activities or engaging interactions with locals. "Nature" (Beta = 0.048, p = 0.522) and "Easy Access and Affordable" (Beta = 0.058, p = 0.443) have minimal positive relationships, while "Nightlife" (Beta = -0.045, p = 0.560) shows a weak negative relationship, suggesting it may not be a significant draw for tourists. Overall, while pull factors like adventure and friendly people may contribute to the decision-making process, their influence is not strong enough to be statistically significant.

Table 4.4 Hypothesis result summary

		Hypothesis result	Influence level	Sig.	Result
H1	:	The push factor in terms of Relaxing influences tourists' Decision visit Phi Phi Island.	0.161	0.017	Has influence
H2	:	The push factor in terms of Prestige influences tourists' Decision to visit Phi Phi Island.	-0.117	0.126	Has no influence
H3	:	The push factor in terms of Culture influences tourists' Decision to visit Phi Phi Island.	0.152	0.046	Has influence
H4	:	The push factor in terms of social interaction influences tourists' Decision to visit Phi Phi Island.	-0.074	0.381	Has no influence
H5	:	The push factor in terms of Escaping from daily routine influences tourists' Decision to visit Phi Phi Island.	-0.003	0.976	Has no influence
H6	:	The pull factor in terms of Nature influences tourists' Decision to visit Phi Phi Island.	0.046	0.522	Has no influence
H7	:	The pull factor in terms of Adventure influences tourists' Decision to visit Phi Phi Island.	0.134	0.088	Has no influence
H8	:	The pull factor in terms of Nightlife influences tourists' Decision to visit Phi Phi Island.	-0.042	0.560	Has no influence

Table 4.4 Hypothesis result summary (cont.)

		Hypothesis result	Influence level	Sig.	Result
H9	:	The pull factor in terms of Friendly people influences tourists' Decision to visit Phi Phi Island.	0.117	0.082	Has no influence
H10	:	The pull factor in terms of Easy access and affordable influences tourists' Decision to visit Phi Phi Island.	0.052	0.443	Has no influence

CHAPTER V
DICUSSION AND CONCLUSION

This chapter discusses the research finding focusing on the motivation factors that influence tourist's decision-making visit to Phi Phi Island, Thailand. Motivation of 200 respondents with various demographics are analyzed by descriptive analysis and this chapter also includes a conclusion, and recommendation for this study.

5.1 Conclusion

The analysis reveals that push motivation factors have a more significant influence on tourists' decision-making to visit Phi Phi Island compared to pull motivation factors. Among the push motivation factors, Relaxing is the most influential, showing a moderate positive relationship and predictive significance. This suggests that tourists prioritize the island's potential as a relaxed escape, where they can relaxation and relieve stress. Culture is the second most impactful push motivation factor), indicating that the island's cultural offerings, such as local traditions, cuisine, and historical elements, also motivate tourists.

Other push motivation factors, including Prestige, Social Interaction and Escaping from Daily Routine, do not significantly influence decision-making. While prestige holds some appeal for those seeking a luxurious or exclusive experience, its effect is limited. Similarly, social interaction and the desire to escape daily routines have negligible influence, with Escaping from Daily Routine showing almost no measurable impact.

On the other hand, pull motivation factors do not significant influence on tourists' decisions, as none of their p-values are below 0.05. However, Adventure and Friendly People demonstrate weak-to-moderate positive relationships, suggesting they may hold some appeal for tourists seeking excitement or meaningful social interactions with locals. Nature and Easy Access and Affordable show minimal positive relationships,

indicating these aspects do not strongly drive tourist decisions. Meanwhile, Nightlife shows a weak negative relationship, suggesting it is not a key draw for most visitors and might even deter some.

The lack of significant influence of most push and pull factors on tourists' decision-making to visit Phi Phi Island can be attributed to several reasons. First, the preferences and expectations of tourists visiting Phi Phi Island may be relatively homogenous, with most seeking relaxation and cultural experiences. This diminishes the statistical significance of factors such as Prestige, Social Interaction, or Escaping from Daily Routine, as these motivations may not align closely with the core desires of the target audience. Additionally, certain factors may overlap with more dominant ones. For example, the desire to escape from daily routines could already be fulfilled by the relaxation aspect, rendering it redundant as a separate motivator. Another contributing factor could be low awareness or promotion of specific attributes such as Adventure, Nightlife, or Friendly People. Tourists may associate Phi Phi Island primarily with its natural beauty and tranquility, rather than these secondary attractions, which weakens their role in decision-making.

Furthermore, pull factors like nightlife and adventure activities may face strong competition from other destinations, such as Phuket or Koh Samui, which are more widely recognized for these offerings. Tourists specifically seeking these experiences might choose alternative locations, reducing the pull factors relevance for Phi Phi Island. Similarly, some factors may not align with the preferences of the island's primary demographic. For instance, while affordable travel may appeal to budget-conscious travelers, the island might be perceived as a more luxurious destination, limiting the appeal of "Easy Access and Affordable." Lastly, certain aspects like nightlife or social interaction may not be perceived as unique selling points compared to other destinations, further diminishing their impact. Addressing these issues by better promoting and aligning these factors with tourist expectations could help enhance their influence on decision-making.

Tourist's decision-making to visit Phi Phi Island is predominantly driven by the push factors of relaxation and cultural experiences, while pull factors play a secondary role with limited influence.

5.2 Recommendation

Based on the findings, Phi Phi Island should focus on enhancing its reputation as a premier destination for relaxation and cultural experiences, as these factors significantly influence tourists' decision-making. The island can prioritize promoting its tranquil beaches, peaceful resorts, and wellness-focused activities such as yoga retreats, meditation sessions, and luxurious spa treatments. These offerings will appeal to travelers who prioritize relaxation and seek an escape from their daily routines. Furthermore, showcasing Phi Phi's unique cultural heritage through traditional festivals, cultural performances, and food fairs can provide enriching experiences for visitors. Offering hands-on workshops, such as cooking classes or craft-making, would also allow tourists to engage with the local culture in meaningful ways, increasing the island's appeal.

While pull factors like Adventure and Friendly People are not significant, they still show potential for influencing certain segments of tourists. The island can diversify its adventure tourism options, such as kayaking, rock climbing, eco-tours, and underwater activities like snorkeling and diving, to attract thrill-seekers. Highlighting the welcoming nature of the local community can also be a strong marketing point, which can be reinforced through hospitality training programs and encouraging locals to actively participate in tourism services.

To address accessibility and affordability, the island could offer more affordable travel packages, improve transportation links to make it easier for tourists to visit, and provide diverse accommodation options catering to various budgets. For example, introducing bundled deals that combine accommodation, meals, and activities can attract cost-conscious travelers. Since Nightlife is less influential, Phi Phi Island can consider shifting focus toward family-friendly or culturally enriching evening activities, such as night markets, beach bonfires, or traditional performances under the stars. By aligning these strategies with tourists' key motivations, Phi Phi Island can better position itself as a must-visit destination, meeting the diverse needs of its visitors while boosting its competitiveness in the tourism market.

By aligning operations with identified tourist motivations, Phi Phi Island can strengthen its position as a leading destination for leisure and cultural experiences, while also addressing opportunities to improve secondary factors such as adventure and social interaction. Local authorities, stakeholders and operators should continue to focus

on and develop themselves to attract tourists, with each stakeholders having the following in table 5.1.

Table 5.1 Recommended Actions for Stakeholders for Tourist Decision-Making to Visit Phi Phi Island

Stakeholder	Focus	Actions
Hotels and Resorts	Enhance Relaxation and Cultural Appeal	1. Develop wellness packages (e.g., spa, yoga, meditation). 2. Design relaxed spaces with beachfront lounges and calming aesthetics. 3. Incorporate local cultural elements in decor and activities. 4. Provide personalized activity and dining recommendations.
Restaurants	Showcase Local Culture Through Cuisine	1. Offer cooking classes or food tasting sessions. 2. Host cultural dining events, such as themed buffets or beachside dinners with traditional performances. 3. Include health-conscious menu options like vegan or organic dishes.
Local Shops and Markets	Promote Cultural Heritage Through Retail	1. Stock handmade items reflecting local culture (e.g., crafts, textiles) 2. Collaborate with artisans to create unique souvenirs. 3. Offer crafting workshops for tourists
Local community and government	Foster Friendly People and Cultural Preservation	1. Offer training programs to enhance hospitality and service quality.
Tourism Boards and Marketers	Effective Destination Branding	1. Develop campaigns emphasizing relaxation and cultural uniqueness. 2. Use social media influencers to showcase authentic experiences. 3. Organize or sponsor cultural events and eco-tourism initiative.

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