

# Service Quality that Affects Intention Using a Hotel in Bangkok

Wattana Trongthieng<sup>1</sup>; Thananwarin Kositkanin<sup>2</sup>; Nicknipar Boonchouy<sup>3</sup>; Jutharat Uthasri<sup>4</sup>

<sup>1</sup> Faculty of Education, Shinawatra University Thailand

<sup>2-4</sup> Faculty of Business Administration, Bangkok Thonburi University, Thailand

**Abstract:-** The objectives of this research were: 1) to study the level of opinions towards the service quality of hotels in Bangkok, 2) to study the level of service intent of hotel guests in Bangkok, 3) to study the personal factors of different tourists affecting the quality of service; and 4) to study the guest's service intention affecting the service quality of hotels in Bangkok. This research is quantitative research. Population is people who use the service in the hotel and who used to use the hotel service in Bangkok and are aged 20 years and over and have used the service at least 1 time. The exact population is unknown. Cochran's formula reference sample was calculated for 400 subjects by random random sampling. The questionnaire was used as a tool for collecting data. Statistics used in the analysis were frequency and percentage, mean and standard deviation, and correlation coefficient. Major findings: 1) Overall quality of hotel service in Bangkok at a high level in all aspects, the first being on giving confidence to customers followed by caring and tangible aspects of service, reliability, 2) most of the overall opinions were at the high level. will recommend a friend and family to use this hotel first Followed by an introduction about the services here, given to people you know will choose to use the service here despite a slight increase in room rates as for the item that the opinion is in the middle level is Willing to notify relevant people immediately when there is dissatisfaction with the service in order to provide information for the hotel to improve the service accordingly, 3) personal factors of tourists with different levels of education, occupation and income. affecting the service quality of hotels in Bangkok is no different but the personal factors of the tourists who have sex and different ages affect the service quality of hotels in Bangkok; and 4) the guest's service intention was related to the service quality of hotels in Bangkok.

**Keywords:-** Service Quality, Intention, Using, Hotel, Bangkok.

## I. INTRODUCTION

The hotel and accommodation business is still recovering continuously from the tourism sector that is expected to improve in 2023, especially foreigners who are expected to travel to the country more. Similarly, the organization of events and seminars is expected to gradually increase from 2022. However, the recovery of the hotel and accommodation business is still fragile and uneven. In the future, businesses will face more challenges from the

uncertain tourist market and the business environment. Kasikorn Research Center still has a cautious view of the recovery. The occupancy rate of accommodation nationwide in 2023 is expected to be around 52%-60%, still lower than 2019, which was around 70.08%. Meanwhile, the revenue of the hotel and accommodation business in 2023 is expected to be around 500-600 billion baht, also lower than before the COVID-19 outbreak. And the business recovery will not be widespread. The areas that are recovering well are still the destinations of Thai tourists with high occupancy rates, such as the western and northern regions. While the southern region and Bangkok, the occupancy rate of accommodation has gradually improved, but is still lower than 2019, due to the high number of rooms in the area. (Kasikorn Research Center, 2022) The number of foreign tourists traveling to Thailand in 2023 is expected to recover almost double from 2022, which will be a significant positive factor for businesses. However, most foreign tourists traveling to Thailand are tourists from Asia, such as Malaysia, India, Singapore, and South Korea. As for tourists from China and Europe, which were the main markets before COVID-19, even though in 2023 it is expected to increase from 2022, it is still not much because the Chinese government still has a strict policy to control the spread of COVID-19, although it is more flexible than before (Dynamic Zero-COVID Policy). As for group tours, we will have to wait for more clarity in the Chinese economic policy statement in March 2023 and the economic problems in Europe that affect foreign travel. In addition, although the weaker baht will help support some groups of foreign tourists, the weaker euro and pound sterling mean that the exchange rate may not be a major factor in tourists' decision-making. Hotels in Bangkok, the capital of Thailand, are still sluggish in 2022 because they mainly rely on income from foreign tourists. Before accelerating in 2023-2024, revenue is estimated to gradually recover in line with increasing travel demand from both Thai and international tourists in the next 2-3 years, with an occupancy rate of approximately 65%-70% (compared to 79% in 2019). Hotels in Bangkok, which is the center of regional development and a major tourist attraction, are likely to continue to recover as most of them focus on Thai tourists from the government's domestic tourism stimulus measures, with an occupancy rate likely to be 50%-52% (compared to 66% in 2019). Therefore, the researcher sees the importance of studying the impact of service quality on hotel service intention in Bangkok, which can explain which service quality and guest behaviors affect service intention or to what extent. The results of this study will be useful and can be used to develop the service quality

of hotels in Bangkok to create a competitive advantage in the future.

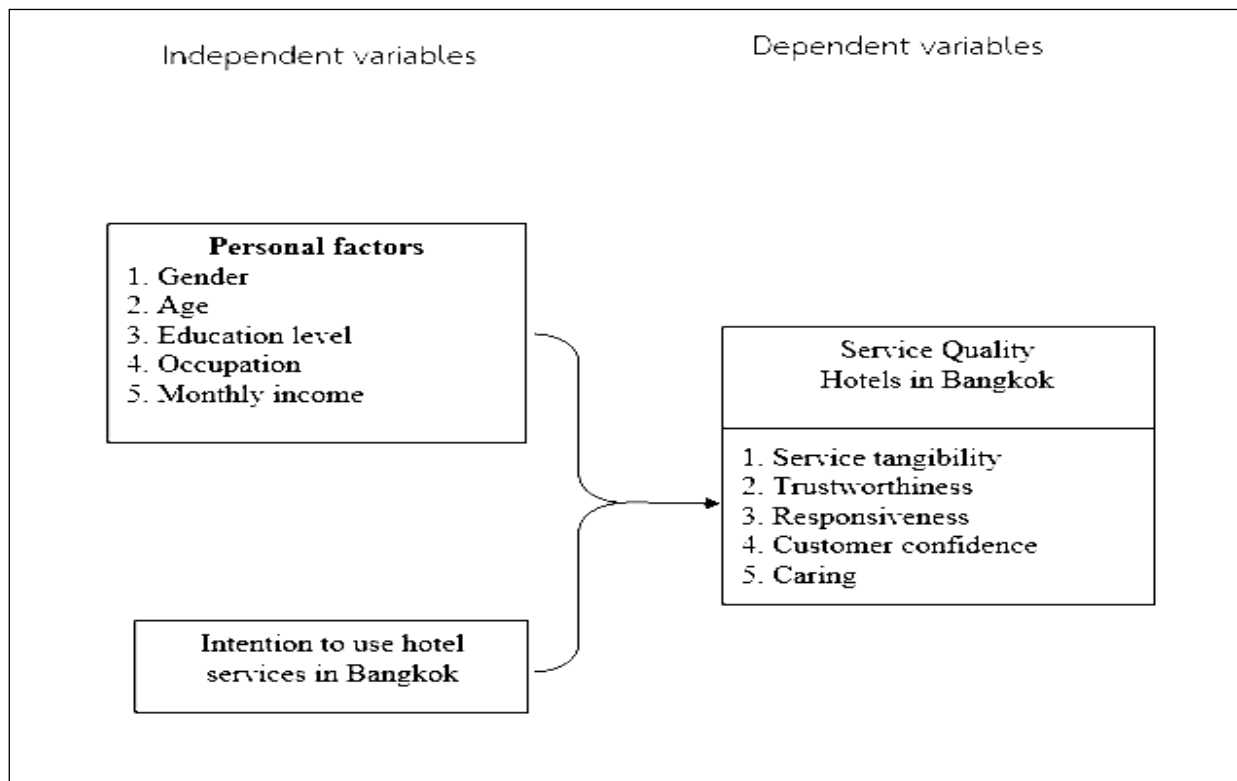
➤ *Research Objective*

- To study the level of opinions on the service quality of hotels in Bangkok
- To study the level of service intention of hotel service users in Bangkok
- To study the personal factors of different tourists that affect the service quality of hotels in Bangkok
- To study the service intention of service users that affect the service quality of hotels in Bangkok

➤ *Research Framework*

In the study of service quality, Parasuraman's (1988) research proposed the concept of service quality that has been widely used in various industries related to service. There are many research studies, such as the research of Noppadol Chuset, Wivat Chan Kingthong, Kokaew Chan Kingthong, and Panja Chuchai (2018; Benchapa Chaengwetchay, 2016;

Phanida Petchrat, 2013) who have applied this concept to study by studying the service quality of the business sector that affects the service selection of service recipients. It was found that service quality, including the tangibility of the service, the reliability of the service, the response to service recipients, the care and confidence of customers, affect the service selection of service recipients. The continuous growth of the tourism and hotel industries has made this industry very interesting to investors, resulting in the competition as mentioned above. With this intense competition, As a result, the business sector is trying to improve the quality of their services for survival (Benchapa Chaengwetchay, 2016, Noppadol Chuset, 2018, Phanida Petchrat, 2013). The quality of service can create positive perceptions, which leads to emotions and feelings of satisfaction between the service provider and the service user, leading to trust, satisfaction, and intention to use the service again, which affects the quality of service. The researcher therefore applied this concept as a conceptual framework as follows:



**Fig.1 Research Framework**

**II. LITERATURE REVIEW**

➤ *Concept of Service Quality Components*

The researcher used the statistical principles to develop a tool for measuring service quality perception of service recipients and tested the reliability and validity. It was found that SERVQUAL can be divided into 5 main dimensions and still has a relationship with all 10 dimensions of service quality. The revised SERVQUAL will be a combination of some dimensions from the original to be combined under the name of the new dimensions. The revised SERVQUAL consists of 5 main dimensions from 1990 and was

redeveloped in 1996 (Zeithaml, Parasuraman, & Berry, 1990, p. 28; Lovelock, 1996, pp. 464-466), consisting of:

- Tangibility of service refers to the physical characteristics that show various facilities or things that customers can perceive with all 5 senses from the service, including location, personnel, equipment, tools, documents used for communication and symbols. Including the environment that makes the service recipient feel that they are being cared for, concerned and intentional from the service provider. The service that is presented in a tangible form will make the service recipient more aware of the service. The benefit of the tangibility of this service is to create a

good perception before receiving the service, which has a significant impact on the decision to choose to use the service. If compared with the 7P principle in marketing, it will be found that the tangibility of the service is the same as Physical Evidence or the physical environment that customers who use the service must encounter.

- Reliability refers to the ability to provide services in accordance with the promises made to the service recipient. The service provided every time must be correct, appropriate and produce the same results at every point of the service. This consistency will make the service recipient feel that the service received is reliable and trustworthy. It can be concluded that if the service provider can provide services to customers as promised or as advertised, for example, promising the customer that the service is fast and that the service will be received within 15 minutes, it must be done within 15 minutes.
- Responsiveness refers to readiness and willingness to provide services by being able to respond to the needs of the service recipient in a timely manner. The service recipient can easily access the service. And receive convenience from using the service, including having to distribute the service to be widespread and fast, including the response of the staff who use the service or the interest in solving problems when customers have problems while providing the service. For example, the staff's face looks willing to provide service, can answer basic questions about the service from customers, or respond to angry customers, etc.
- Assurance to customers means the ability to build confidence in service recipients. The service provider must demonstrate their skills, knowledge, and ability to provide service and meet the needs of service recipients with politeness, gentleness, good manners, use effective communication and ensure that service recipients will receive the best service. In other words, if the staff is good or looks good, customers who use the service will be confident to some extent that it is good service. In addition, various forms of communication, such as speaking clearly, answering questions directly, can also help build confidence for customers.
- Knowing and understanding customers (empathy) means the ability to take care of and pay attention to service recipients according to the different needs of each service recipient, including being interested in helping customers in cases where problems arise after using the service (after-sales service). For example, a home repair company has completed the repair of a house for a customer, but the repaired house has problems due to the company's own fault. Therefore, the company should come back to take care of the work properly, etc.

In summary, service quality It is a concept that has been widely used in the service industry. The widely accepted theory is the theory of Parasuraman et al. (1988). The original theory divided service quality into 10 factors and was revised to 5 factors: service tangibility, reliability, responsiveness to customers, trustworthiness to customers, and knowing and understanding customers.

#### ➤ *Schiffman and Kanuk's Consumer Behavior Model*

Schiffman, & Kanuk (2010, pp. 36-37 cited in Wut Sukcharoen, 2016) proposed a model to show the factors that determine consumer behavior, including the link to consumer activities, which is presented in a 3-step process format as follows:

Input factors are external factors that influence consumers, consisting of the firm's marketing efforts, which means that companies try to organize marketing activities in various areas, such as products, marketing promotion, price, and distribution channels, resulting in consumers' awareness and demand for products or services. Another external factor that determines consumer behavior is the social and cultural environment such as family, reference groups, other non-commercial sources, social class, culture and subculture.

The process is when consumers are influenced by external factors, causing the decision-making process to buy products, starting from the awareness of the need for products or services, then starting to search for information before purchasing and evaluating alternatives. The consumer decision-making process will be influenced by internal factors of consumers in the psychological field, including motivation, perception, learning, personality, attitude, as well as past experiences related to the product or service that is being decided to buy. Factors within the consumer are considered important factors that affect consumer behavior in determining whether to buy or not and what kind of product or service is needed.

The output is when consumers have decided to buy products or services from a company and have tried them. In the case that consumers are satisfied with the product or service, they may purchase it again. Every time a product or service is used, consumers will evaluate their satisfaction with that product or service, which results in experiences and memories that will affect their decision to buy the next time. When comparing the Schiffman and Kanuk model with the Meldrum and McDonald model, it was found that both models are similar in presenting the stimulus and response patterns, adding details to each process and based on the model presented by Smith and Taylor, allowing marketers to apply the model more conveniently.

#### ➤ *Consumption Process Theory*

Blackwell, Miniard, & Engel (2006 cited in Chuchai Smittikrai, 2019) proposed that the consumption process consists of 6 steps: 1) Need Recognition 2) Search 3) Alternative Evaluation 4) Purchase 5) Consumption and 6) Post-Consumption Evaluation, with details as follows:

- Need Recognition is a condition resulting from the difference between the condition that consumers want to be and the actual condition. This difference is at a level sufficient to cause awareness of the problem and the need to obtain a product or service to solve that problem.

- **Information Search** After recognizing the need, consumers will start searching for information related to the desired product or service, such as alternative information about products, brands, places of sale, criteria that should be used to evaluate various alternatives. This information search may start from searching for information from within or from their own memories.
- **Alternative Evaluation** is a step in which consumers evaluate the available alternatives in order to make a decision. Select the most appropriate alternative. This evaluation is done based on various criteria to lead to the final decision.
- **Purchase** This step is to purchase a product or service. It will consider where to buy and how to buy, such as buying from a department store, buying via the internet, buying by credit card or buying by installments.
- **Consumption** is the process of using a product or buying it. It may occur immediately after purchase or may occur later. The consumption characteristics of each consumer may be different and can affect the feeling of satisfaction with the product and the durability of the product.
- **Post-consumption evaluation** After consumption, consumers may be satisfied or dissatisfied, which will lead to other behaviors, such as repeat purchases, brand loyalty, recommending to others, and complaints from product dissatisfaction.

The Schiffman and Kanuk consumer behavior model shows the factors that determine consumer behavior, which are divided into input factors, process steps, and output steps, which are similar to the consumption process theory of Blackwell, Miniard, & Engel, which will be distributed in 6 steps. This research will refer to the channels to reach customers, which are input factors and the process steps in Schiffman and Kanuk's theory and steps 2-3 in Blackwell, Miniard, & Engel's theory, which uses online elements as the main channel for communication and sales, allows us to know which channels best reach customers and are most convenient for customers, which will be beneficial for further business development.

#### ➤ *Hotel Context*

According to the Hotel Act of 1935, the definition of the word "hotel" in Section 3 is "hotel" means all types of places established to receive wages for travelers or persons who wish to find a place to stay or temporary accommodation. However, Section 25 of the same Act specifies additional conditions for being a "hotel" from the above definition, stating that "Section 25 Any dwelling used as a residence, that is, used only as a place to receive persons who intend to stay for a period of at least one month, where the person with the right to use does not sell food or beverages to regular guests or the public, shall not be considered a hotel under the meaning of this Act."

In the above Act, the law aims to exclude rental houses or houses that are rented on a monthly or yearly basis from being considered hotels under this law, with two important elements: the rental period (at least one month) and the absence of regular food and beverage services. Therefore, it can be interpreted in two ways: first, If the house is rented for less than 1 month, the house will be considered a hotel by law. Secondly, regardless of the short or long term of the house, if food or beverages are regularly sold, it will also be considered a hotel.

The preparation of SME knowledge content under the SME Knowledge Center (2014) mentioned the context of hotels in various aspects, including the classification of accommodation types, which will vary according to the purpose of the classification, which may depend on the location, guest accommodation, management, guest services, or other factors. Therefore, the classification of accommodation types is not definitive, which can be given as an example:

The classification of hotels is based on the size of the hotel, marketing goals, management level, and ownership or membership of the hotel management organization, as follows:

- **Classification by hotel size** The classification by hotel size can be counted from the number of rooms. Which can be divided into 4 sizes: rooms with less than 150 rooms, rooms between 150-299 rooms, rooms between 300-599 rooms, and rooms of 600 rooms or more.
- **Division by marketing target (Hotel Target Markets)** There are many types of hotel marketing targets. The main ones can be divided as follows:
  - ✓ Commercial hotels are mostly located in the city or areas with a large number of shops or companies, which are convenient for business guests to contact. This type of hotel has more hotels than other types and focuses on selling rooms to business travelers. However, tourists who come as groups, general tourists, and seminar groups also like this type of hotel. In the past, commercial hotels were considered temporary hotels or transient hotels because the guest's stay was shorter than other types of hotels.
  - ✓ Airport hotels are located near airports, especially international airports. Most customers are business people and airline passengers who need to stay overnight due to various flight events, such as flight cancellations or flight problems, having to postpone or wait to catch another flight. Including airline staff. This type of hotel will have a shuttle service between the airport and the hotel.
  - ✓ Suite Hotels This is a hotel that has only recently been developed and is very popular. The rooms in this type of hotel are suites, which are rooms with a living room separated from the bedroom. Some places may also have a small kitchen in the room. Suite hotels are popular with many groups, such as those who are changing addresses and need temporary accommodation, people who travel frequently, those who come to relax or work and have enough money to pay, because there is not a lot of space and they can work at the same time.

- ✓ Residential Hotels This is a hotel that rents out long-term accommodations to guests. It has more limited services than general hotels. These days, it is less popular because condominiums and suite hotels have replaced them. This type of room is similar to a suite hotel. In practice, this type of hotel also welcomes guests who want to stay for a short period of time.
- ✓ Resort Hotels This is a hotel suitable for relaxation or spending time on holidays. Hotels are usually located near mountains, islands or in locations far from communities and have beautiful views. The main services of the hotel tend to focus on activities such as golf, tennis, horse riding, skiing, etc.
- ✓ Bed and Breakfast hotels are mostly small houses or buildings that have been converted to provide overnight accommodation for travelers. Breakfast is served in a simple manner, making the room rates affordable. The owners live in the area and provide the services themselves.
- ✓ Condominium Hotels Owners of rooms in condominium hotels can rent out their rooms to others through the hotel management company. The services are similar to those of a regular hotel. They are very popular in remote areas where owners may only stay for 2-3 weeks a year. Owners can increase their income by renting out their rooms to others.
- ✓ Casino Hotels These hotels provide gambling services. The rooms and restaurants are luxurious, but they are considered secondary gambling businesses. Casino hotels attract guests with gambling and entertainment activities. Most have specialty restaurants, and some may arrange flights to pick up guests who want to gamble. Some casino hotels are large, with up to 4,000 rooms in a single building.
- ✓ Conference Centers Most large conference centers also provide accommodation. And there are various facilities that are necessary for the meeting, such as academic services, high-quality audiovisual equipment, business centers, etc. This conference center is usually located outside the city and provides various entertainment and relaxation services, such as a golf course, swimming pool, hot spring bath, jogging track. As for the service fee, it is usually calculated as a lump sum for everything. Normally, this type of hotel will have an exhibition room, a large banquet hall, and many small and large meeting rooms. Generally, the customers who come to the meeting are associations, clubs, or companies that organize meetings, officials, or matters related to many provinces, regions, countries, or international levels.
- Classification by service level (Levels and Service) can be divided into 3 types as follows:
  - ✓ World-Class Service This type of hotel aims to receive important guests of the country or important people of the world, wealthy businessmen, and other famous people.
  - ✓ Mid-level service is a hotel with a mid-level service. It is considered the most popular. It aims to receive general guests, both businessmen, tourists, individuals, and groups. The hotel's service is at a standard level, but the various facilities may be less than hotels. With world-class service
  - ✓ Economy or Limited Service This type of hotel charges lower than the other two types of hotels. It has basic equipment but is not luxurious. It has standard service but is economical. This type of hotel usually does not have full-fledged meals. Mostly, there is a simple breakfast provided for free.
- Classification by ownership and membership in hotel institutions (Ownership and Affiliation) is divided into 2 types:
  - ✓ Independent hotels are hotels that do not have joint ownership or management obligations with other hotels. Therefore, they can independently determine their own policies and management methods. An example is a hotel that the owner operates himself, which does not need to follow the rules of other hotels. The advantage of this type of hotel is the freedom or flexibility in management.
  - ✓ Chain hotels This type of hotel comes from 2 main causes: 1) Developed from hotels that were independently managed. In the past, the owner managed the business himself or hired professionals to manage under his supervision but was not successful, so he did not want to be directly involved anymore. I think it would be better to have an outsider manage it. 2) The owner is a modern thinker. He believes that any business will yield better results if someone with knowledge and expertise does it. He started negotiating with hotel chains.

#### ➤ *Related Research*

Noppadol Chuset, Wiwat Chan Kingthong, Kokaew Chan Kingthong, and Panja Chuchai (2018) studied the components of hotel service quality in Hat Yai District, Songkhla Province that influence tourist satisfaction. The objectives of this research are: 1) to study the level of tourist satisfaction towards hotels in Hat Yai District, Songkhla Province, 2) to study the components of service quality that influence tourist satisfaction towards hotels in Hat Yai District, Songkhla Province. It was found that most of the respondents were female, aged 30-39, single, graduated, self-employed, with an income of 10,000-15,000 baht, and visited Songkhla Province for the second time. The purpose of the trip was to relax and with family. The duration of the stay was approximately 4-6 days. They chose to stay at hotels priced from 500-999 baht. Tourists had the highest level of opinions on the overall quality of hotel service. When considering each aspect, it was found that all aspects were at the highest level, including reliability, followed by responsiveness, caring, trust, and the environment. Tourists were most satisfied with the overall hotel services, with the highest satisfaction being the hotel's reputation, followed by price, and service and hotel atmosphere. The service quality factors that had the most influence on tourist satisfaction were the environment, staff response, caring, trust, and reliability, respectively.

Thanita Asawayothin (2019) conducted a study on online marketing affecting online shopping behavior of consumers in Mueang District, Nakhon Ratchasima Province. The objectives were to study the relationship between online marketing and online shopping behavior and online marketing affecting online shopping behavior of consumers in Mueang District, Nakhon Ratchasima Province. The results of the study found that most respondents were female, aged 26-35, self-employed, and had a bachelor's degree. They had an income of more than 20,000 baht. Overall, consumers' opinions on online marketing in Mueang District, Nakhon Ratchasima Province were at the highest level. When considering each aspect, it was found that e-mail had a high average value, while the other 4 items, namely websites, content marketing, social media marketing, and search engine marketing, had the highest average value. 3 Online shopping behavior of consumers in Mueang District, Nakhon Ratchasima Province, overall, was at the highest level. When considering each aspect, it was found that all items had the highest average value.

The research of Noppadol Chuset, Wiwat Chankingthong, Kokaew Chankingthong, and Pancha Chuchai (2018) studied the components of service quality of hotels in Hat Yai District, Songkhla Province that influenced the satisfaction of tourists in choosing services. It was found that the variables of hotel service quality, namely hotel service quality, reliability, responsiveness, trustworthiness, and caring, influenced the satisfaction of tourists in choosing services. This is consistent with the research of Benchapa Chaengwetchachai (2016) who studied the service quality that influenced the satisfaction of BTS passengers in Bangkok. It was found that the variables of service quality were service tangibility, reliability, Customer response, providing confidence to customers have an effect on the satisfaction of BTS Skytrain passengers in Bangkok. This is also consistent with the research of Panida Petchrat (2013) who studied the quality of service that affects the satisfaction of taxpayers in the Nakhon Ratchasima Revenue Office. It was also found that the variables of service quality, including service tangibility, service reliability, response to service recipients, and providing confidence to service recipients, have an effect on taxpayer satisfaction.

### III. RESEARCH METHODOLOGY

In this research on the effect of service quality on the intention to use hotel services in Bangkok, it is a survey research and uses quantitative method of data analysis. The researcher has conducted the following research.

Quantitative research by the researcher collecting data by using questionnaires created by the researcher to be consistent with the conceptual framework and objectives of the research. The questionnaires were used to ask those who use the hotel services and those who have used the hotel services in Bangkok and are 20 years old or older, and have used the services at least once.

#### ➤ *Population*

The population used in this study was the population who had used hotel services in Bangkok, aged 20 years and over, because this population group is of legal age, has maturity and is capable of making decisions for themselves.

#### ➤ *Sample Size*

The sample group used in this research was those who used the hotel services and those who had used the hotel services in Bangkok and were aged 20 years and over, who had used the services at least once. Since the researcher did not know the number of people who had used the hotel services in Bangkok, in this study, the researcher defined the sample group based on the formula of W.G. Cochran (1953) with a 95 percent.

Therefore, the sample size is approximately 384 samples. Therefore, from the calculation formula, the sample size is 384 samples. However, to reduce the error in data collection, the researcher selected a sample of 400 samples. The method of sampling The researcher used the non-probability sampling method by using the specific selection method or the purposive selection method. It is a selection of samples with specific characteristics as specified. However, there must be a plan to determine the sample size and select a good sample group that is representative and free from bias, namely, those who use the hotel services and those who have used the hotel services in Bangkok. The researcher went to the hotels in Bangkok as surveyed by asking the hotel managers to help distribute the questionnaires to the guests by leaving the questionnaires at the hotel reception and asking the hotel operators in Bangkok to help distribute the online questionnaires to the guests and those who have stayed at the hotels in Bangkok by sending the online questionnaires to the sample groups by creating a QR Code for scanning and completing the questionnaires via Google Form until there were 400 responses.

#### ➤ *Research Tools*

The data collection for the study on “Service quality affecting the intention to use hotel services in Bangkok”, the researcher designed a questionnaire and an online questionnaire to be used as a tool for collecting data according to the conceptual framework and theory that was studied. The questionnaire structure can be divided as follows: Part 1 is a closed-ended questionnaire with multiple answers, using a nominal scale such as gender, occupation, and an ordinal scale such as age, education level, and income. Part 1 can help researchers know the demographic characteristics of hotel guests in Bangkok more clearly. Part 2 asks about opinions about the intention to use hotel services in Bangkok using a Likert scale rating criterion, which can be divided into 5 levels.

Score Level			
Strongly Agree	means	a score of	5 points
Agree	means	a score of	4 points
Neutral	means	a score of	3 points
Disagree	means	a score of	2 points
Strongly Disagree	means	a score of	1 point

Therefore, the criteria for interpreting to classify the mean into the following ranges:

Average score between 4.20 – 5.00 means Strongly Agree

Average score between 3.40 – 4.19 means Agree

Average score between 2.60 – 3.39 means Neutral

Average score between 1.80 – 2.59 means Disagree

Average score between 1.00 – 1.79 means Strongly Disagree.

This research used statistical data analysis using a ready-made statistical program with a confidence level set at 95%. The data collected from the questionnaires were checked for completeness and could be analyzed. They were converted to numerical codes (codes) to be entered into the program and analyzed in two types of statistical data as follows:

- *Descriptive Statistics*

- ✓ Questionnaire Part 1 describes the data collected from the sample group in a summary format and is presented in a table, such as gender, age, education level, occupation, and average monthly income, etc., through percentages and frequencies.

- ✓ Questionnaire Part 2 asks about the impact of service quality on the intention to use hotel services in Bangkok. It is summarized and presented in a table of mean and standard deviation.

- *Inferential Statistics Analysis is a Test of the Set Hypothesis.*

- ✓ Hypothesis 1: Different personal factors of tourists have different effects on the quality of service in hotels in Bangkok.

- In the case of 2 independent variables, such as gender, test the hypothesis with t-test statistics.

- In the case of more than 2 independent variables, such as age, education level, occupation, and monthly income, test the hypothesis with F-test or ANOVA statistics. If differences are found, test the pairwise differences with Scheffe statistics.

- ✓ Hypothesis 2: Intention to use hotel services in Bangkok affects the quality of service, including service tangibility, reliability, responsiveness, trustworthiness to customers, and care. The method of analyzing the relationship of the data is statistical analysis using the Pearson Correlation Coefficient (r).

#### IV. RESULTS

- *Summary of Research Results*

- Objective 1: Study of opinions on the quality of service in hotels in Bangkok. Overall, the quality of service in hotels in Bangkok is at a high level in all aspects. The first rank is customer confidence, followed by care, service tangibility, reliability, and responsiveness, respectively.

- ✓ The overall tangibility of service is at a high level ( = 3.73, S.D. = 0.796). When considering each item, it was found that most respondents gave importance to the item that the hotel staff are clean and neatly dressed, at a high level ( = 3.86, S.D. = 0.856), followed by the hotel having a relaxing atmosphere and environment, at a high level ( = 3.85, S.D. = 0.849), respectively.

- ✓ The overall rank of reliability is at a high level ( = 3.64, S.D. = 0.841). When considering each item, it was found that most respondents gave importance to the item that payment channels are diverse and reliable. First ( = 3.73, S.D. = 1.159) and saw that the hotel staff had a lot of knowledge about the hotel's services ( = 3.73, S.D. = 1.04) and the hotel had a good security system ( = 3.66, S.D. = 1.11) respectively.

- ✓ In terms of response, the overall level was at a high level ( = 3.63, S.D. = 0.82). When considering each item, it was found that most respondents gave importance to the item that the hotel staff informed customers about various hotel services first ( = 3.81, S.D. = 1.01) and that the hotel staff answered questions and provided assistance to customers at a high level ( = 3.66, S.D. = 1.06) respectively.

- ✓ In terms of trusting customers, the overall level was at a high level ( = 3.88, S.D. = 0.65). When considering each item, it was found that most respondents gave importance to the item that the staff provided polite and courteous service to customers. First ( = 4.17, S.D. = 0.75), followed by the hotel having disease prevention measures at a high level ( = 4.01, S.D. = 0.87), respectively.

- ✓ In terms of overall care and attention, it was at a high level ( = 3.74, S.D. = 0.78). Most respondents gave importance to the item The hotel takes into account the benefits of customers first ( = 3.90, S.D. = 0.95), followed by the staff listening to customers' problems willingly at a high level ( = 3.88, S.D. = 0.91), and the hotel staff caring for customers equally at a high level ( = 3.77, S.D. = 0.97), respectively.

- Objective 2: To study the level of service intention of hotel guests in Bangkok, it was found that most respondents had an overall high average opinion ( = 3.74, S.D. = 0.736). Most respondents gave importance to the item Will recommend friends and family to use this hotel first ( = 3.97, S.D. = 0.885) and will recommend the service here to people they know at a high level ( = 3.89, S.D. = 0.944) will choose to use the service here even if the room price is slightly increased ( = 3.86, S.D. = 0.955) and the item with a medium level of opinion is willing to inform the relevant person immediately when dissatisfied with the service in order to provide information for the hotel to improve the service, respectively.

- Objective 3 Comparing the quality of service of hotels in Bangkok classified by personal factors of tourists found that personal factors of tourists with different levels of education, occupations and incomes have no effect on the quality of service of hotels in Bangkok. However, personal factors of tourists with different genders and ages have an effect on the quality of service of hotels in Bangkok. Statistically significant difference at the 0.05 level.

- Objective 4: Studying the service intention of service recipients affecting the service quality of hotels in Bangkok. It was found that the relationship between service intention of service recipients and the service quality of hotels in Bangkok. Overall, it was found that service intention of service recipients was significantly related to the service quality of hotels in Bangkok at the 0.000 level ( $P < 0.001$ ) and had a correlation coefficient of 0.773 (relatively high level). That is, if the respondents had a higher service intention score, it would result in a higher service quality score of hotels in Bangkok. It was statistically significant at the 0.001 level.

## V. DISCUSSION

From this research, the research objectives have important issues that are discussed as follows: 1) Objective 1: Study the level of opinions on the service quality of hotels in Bangkok. From the information on the service quality of hotels in Bangkok, overall, it is at a high level in all aspects. The first level is customer confidence, followed by care, service tangibility, reliability, and responsiveness. This is consistent with the research of Noppadol Chuesat, Wiwat Chan Kingthong, Kokaew Chan Kingthong, and Panja Chuchai (2018), which found that tourists have the highest level of opinions on the overall service quality of hotels. When considering each aspect, it was found that all aspects were at the highest level, including reliability, followed by responsiveness, care, and trust. 2) Objective 2: Study the level of service intention of hotel guests in Bangkok. From the information on hotel service intention in Bangkok, it was found that opinions were at a high level. Most of them emphasized recommending friends, family, and acquaintances to use the services of this hotel, which is consistent with the concept of Douglas, & Vavra (2006) who stated that sharing information about products and services from one person to another and expanding widely is a method that does not require a budget. At the same time, word-of-mouth is a way to tell the importance of information about products and services. As for the point of choosing to use the service here, even though the room price has been slightly increased, which is consistent with the concept of Monroe (2003) that said that consumers do not have a problem when the provider increases the price and consumers are willing to pay a higher price than elsewhere if the service can meet their satisfaction. 3) Objective 3 Comparison of service quality of hotels in Bangkok classified by personal factors of tourists found that from the data, personal factors of tourists with different levels of education, occupations and incomes have no effect on the service quality of hotels in Bangkok. However, personal factors of tourists with different genders and ages have a significant effect on the service quality of hotels in Bangkok at a statistical level of 0.05. This is consistent with the research of Benchapa Chaengwetchachai (2016) who found that service quality in terms of customer response did not affect the satisfaction of BTS passengers in Bangkok. However, it is not consistent with the research of Noppadol Chuset, Wivat Chankingthong, Kokaew Chankingthong, and Panja Chuchai (2018) who found that service quality factors that influence The most satisfaction of tourists is the environment they see and the response of the staff. 4) Objective 4: Study the effect of service intentions of service recipients on the service quality of hotels in Bangkok. It was found that from the data

on service intentions of service recipients, there is a relationship with the service quality of hotels in Bangkok with statistical significance at the 0.000 level ( $P < 0.001$ ) and a correlation coefficient of 0.773 (relatively high level). That is, if the respondents have a higher score on service intentions of service recipients, it will result in a higher score on the service quality of hotels in Bangkok with statistical significance at the 0.001 level.

In terms of service tangibility, it was found that service tangibility had an effect on the intention to use hotel services in Bangkok at a statistical significance level of 0.05. Most service users gave high importance to the staff who were neatly dressed, clean, and appropriate for the type and level of accommodation. This may be because the first impression customers saw was the hotel staff. If the staff were neatly dressed in the hotel uniform, it would help create an image and difference for service users to remember by showing through the staff uniforms. This is consistent with the research of Rossukon Sae-hia (2013) who found that the factor of tangibility affected the satisfaction of foreign customers in using the services of a five-star hotel in Bangkok. As for the aspect of having a good atmosphere and environment suitable for relaxation, service users ranked it second, which is consistent with the research of Noppadol Chuset, Wiwat Chan Kingthong, Kokaew Chan Kingthong, and Panja Chuchai (2018) who found that in terms of the hotel atmosphere, the factor of service quality that had the most influence on tourist satisfaction was the environment they encountered.

In terms of reliability, it was found that reliability has an effect on the intention to use hotel services in Bangkok at a statistical significance level of 0.05, which is consistent with the research of Sansanee Seepimkhat (2013) who found that the service quality of international hotel chains is quite high in all aspects. Tourists with different travel behaviors will have slightly different levels of satisfaction in 3 aspects: service tangibility, reliability, and trustworthiness. This is consistent with Noppadol Chuset, Wiwat Chankingthong, Kokaew Chankingthong, and Panja Chuchai (2018) who found that most users prioritize payment channels that are diverse, accurate, and reliable. This may be because Thai people's spending behavior has changed because there are more online businesses. Hotels are another business that can be booked online and paid online. With the spread of COVID-19, Thais avoid touching money directly. This is convenient for both business owners and users. Therefore, hotels should improve both booking and payment systems to be more diverse by adding online social media channels. E-payment payment channels that are in line with the current era.

In terms of response, it was found that trusting customers had an effect on the intention to use hotel services in Bangkok at a statistical significance level of 0.05, which is consistent with the research of Supawadi Pincharoen (2015) on the use of online marketing channels that affect the decision to use restaurant reservation services via mobile applications on smartphones. In terms of hotel staff, they have good knowledge of various hotel services. Service users ranked it as the second most important, possibly because good hotel staff must be knowledgeable and able to advise customers. In addition to facilitating the hotel, they should also have knowledge about the province where the hotel is located, places to eat, visit, shop, routes, and transportation, which



are things that customers often ask about regularly. This may impress customers, which is consistent with the concept of (Zeithaml, Parasuraman, & Berry, 1990). In order to create trust among service recipients, service providers must demonstrate their skills, knowledge, and ability to provide services and meet the needs of service recipients.

In terms of customer confidence, it was found that customer confidence had an effect on the intention to use hotel services in Bangkok at a statistical significance level of 0.05, which is consistent with the research of Sansanee Seepimkhat (2013) who found that the service quality of foreign hotel chains was at a fairly high level in all aspects. Tourists were satisfied with the service quality in terms of confidence. It is also consistent with the concept of Zeithaml, Parasuraman, & Berry (1990) who stated that customer confidence is to build confidence in service recipients. Service providers must demonstrate their skills, knowledge, and ability to provide services and respond to the needs of service recipients with politeness, gentleness, and good manners. They use effective communication and provide confidence that service recipients will receive the best service. In other words, if the staff is skilled or looks skilled, customers who use the service will be confident to some extent that the service is good. In addition, various forms of communication, such as speaking clearly, answering questions, can also help build confidence in customers.

In terms of care, it was found that the care aspect had an effect on the intention to use the services of hotels in Bangkok at a statistical significance level of 0.05, which is consistent with the research of Noppadol Chuset, Wiwat Chankingthong, Kokaew Chankingthong, and Panja Chuchai (2018). The overall quality of hotel services was at the highest level. When considering each aspect, it was found that all aspects were at the highest level. The aspect of service quality that had the most influence on tourist satisfaction was the environment, the response of staff, and the care aspect. This may be because customer care is the heart of service. Understanding and empathizing with the needs of hotel service recipients is considered an important factor that makes customers satisfied.

### SUGGESTIONS FOR FURTHER RESEARCH

From the research on the quality of service affecting the intention to use hotel services in Bangkok, it was found that the quality of service, including the tangibility of service, the reliability, the trustworthiness of customers, and the care and attention, affect the intention to use hotel services in Bangkok. Hotel business operators or related agencies can use the results of the study as follows:

- Tangibility of service The study found that most hotel users give importance to the fact that hotel staff are neatly dressed and the hotel has a relaxing atmosphere and environment. Therefore, hotel business operators should give importance to the tangibility factor by studying ways or strategies to develop the quality of service to be even better. In particular,

developing the tangibility of the hotel is an important factor that creates customer satisfaction. For example, taking care of the staff's dress to be neat and clean at all times. In addition, the atmosphere inside the hotel must be taken into account, which the hotel must improve and manage to be clean, tidy, suitable for relaxation, and must regularly monitor and evaluate the results of environmental operations to impress customers, which will affect customer loyalty and will lead to customers' recommendations to others.

- Trustworthiness The research results found that trustworthiness affects the intention to use hotel services in Bangkok. Therefore, hotels must promote the development of employee capabilities. To make employees efficient in their work, they can apply the knowledge and skills necessary for their work to further develop. This can be done by organizing training for employees and fostering behaviors that create trust in the organization, such as attending various trainings, meetings and evaluations, and organizing activities to strengthen relationships within the unit, so that employees are capable, resulting in hotels having more credibility.
- In terms of response, the research found that new marketing channels should be used, such as online marketing, which can reduce costs for the organization, because promoting marketing by advertising products or businesses through online media has a lower cost than advertising through general media. In addition, advertising through online media can reach a wide and diverse group of customers, or even reach specific customer groups. For example, advertising to people who are interested in traveling, etc., gives hotels more opportunities to reach customers. Examples of online media that can be used are social media via Facebook, YouTube, Line, etc.
- In terms of building trust with customers, the research found that building trust with customers affects the intention to use hotel services in Bangkok. Therefore, hotels should build trust with customers. Hotel staff must demonstrate their skills, knowledge, and ability to provide services and respond to the needs of service recipients with politeness, gentleness, good manners, use effective communication, and ensure that service recipients will receive the best service.
- In terms of care and attention, the research found that care and attention It affects the intention to use the hotel services in Bangkok. Therefore, the hotel should emphasize that the staff are interested and attentive in providing services. The staff should be able to understand the needs of the customers directly, solve the problems of the customers, and respond to the complaints of the customers in a timely manner.

### SUGGESTIONS FOR THE NEXT RESEARCH

- The research should be qualitative using interviews to obtain more detailed and in-depth information, allowing the use of this information to the greatest extent possible.
- Other variables should be studied to cover other factors related to the service behavior of operational staff, work efficiency, organizational commitment, work motivation, etc.

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