

## **CHAPTER TWO**

### **REVIEW OF LITERATURE**

This chapter reviews concepts, theory, and related research.

#### **2.1 CONCEPT OF SATISFACTION**

According to Wolman (1973), satisfaction is the happy feeling when people achieve goals, wants, or motivation.

Zifko-Baliga (1998) stated that whether a customer is satisfied depends on how well the predictive expectations of the consumers towards products or services are met.

Tocquer and Cudennec (1998) stated that satisfaction is the basic motivation of human beings based on basic needs. It is closely relevant to quality of the service received, the extent of incentive and the absence of undesirable things.

According to the Asian Productivity Organization (2000), customer satisfaction is related to customer's expectations. If customers get what they expected, they will be satisfied.

Kotler (2003) stated that satisfaction is the emotion of customers that occurs after positively comparing what they received and what they expected.

To conclude, satisfaction is the situation when people get what they want or what they expect. Also, it is the situation when unwanted things do not appear.

#### **2.2 SATISFACTION MEASUREMENT**

Swarbrooke and Horner (1999) stated a method to measure satisfaction. It is the SERQUAL technique emphasizing tangibility, reliability, responsiveness, assurance, and empathy. The details of these five things are as follows:

1. Tangibility is the physical facilities, the physical equipment, and the appearance of the staff.
2. Reliability is the ability to serve dependably and accurately.
3. Responsiveness is the willingness to provide prompt services for consumers.

4. Assurance is the knowledge, the courtesy, and the ability of the staff to convey trust and confidence.

5. Empathy is the ability to pay attention to customers.

Another model to measure satisfaction is the service gap concept. This concept is about the difference between what people expect and what people receive. The details are the following:

1. Difference between the consumer's expectation and the management perception of the consumer's expectation

2. Difference between the management perception of the consumer's expectation and the service quality specification

3. Difference between the service quality specification and the actually delivered service

4. Difference between the service delivery and what is communicated about the service to consumers

5. Difference between the consumer's expectation and the quality of the service.

Cook (2000) pointed out many variables for satisfaction measurement. These variables are the following:

1. Reliability: the ability to keep promises consistently

2. Flexibility: the rapidity in changing or adapting to new requirements

3. Accuracy: the lack of mistakes

4. Responsiveness: the willingness to provide what customers want or need

5. Empathy: paying individual attention to customers

6. Tangibility: equipment, communication media, and physical environment

7. Time: minutes, hours, on time, overtime

8. Quantity: over budget, under budget, profit, loss

9. Quality: type of material, durability

## **2.3 CONCEPT OF TOURISM**

Coltman (1989) stated that tourism does not exist as a separate industry but it represents a cross section of many things such as hotels, restaurants, transportation, attractions, airlines, and others.

Cook, Yale, and Marqua (1999) explained that tourism is the temporary movement of people to destinations located outside their normal working or living places.

Swarbrooke and Horner (1999) stated that tourism is people's short period of movement from their normal residences to other places for pleasurable activities.

Goeldner and McIntosh (2000) defined that tourism is the sum of the phenomena and relationships coming from the interaction of tourists, business suppliers, governments, and communities in the process of attracting and hosting the tourists.

To summarize, tourism is the situation when people leave their normal working or living places to travel to other places, involving many aspects which are transportation, accommodation, food and beverages, destinations or attractions, and services.

## **2.4 IMPORTANCE OF TOURISTS' SATISFACTION**

According to Swarbrooke and Horner (1999), tourists' satisfaction is important. The reasons are as follows:

1. Tourists' satisfaction creates positive word-of-mouth about the service or the product.
  2. Tourists' satisfaction encourages the customers to come back again.
  3. If a customer is not satisfied, he or she may ask for compensation.
- Accordingly, it is better to maintain or improve tourists' satisfaction.

## **2.5 THEORY OF MARKETING MIX**

Kotler (1991) explained that marketing mix is the set of marketing tools which the company uses to pursue the marketing goals. He also classified the marketing mix into 4P's: product, price, place, and promotion.

Product, the first element of the marketing mix, can be both tangible and intangible (service). If it is tangible, it includes quality, design, feature, name and others. If it is intangible, it includes delivery, repair, and others.

Price is the amount of money which consumers or customers are willing to pay for a product or service. The price should be reasonable and go with the value of

the product or service; otherwise the consumers or customers will not pay for that thing.

Place is the accessibility and the availability of customers to receive the product or service. It includes channels of distribution, location, and others.

Promotion is a communication process persuading customers to buy the product or service. The form of promotion is varied, such as advertising, sales promotion, sales force, direct marketing, and others.

## **2.6 RELATED RESEARCH**

In “Communication Problems of Foreign Tourists with Travel Services in Thailand” (Sa-nguan Ampaipisut, 2007), it was written that in the Thai tourism industry, although the service staff had learnt English, communication problems still occurred. The major problems were inefficiency of language, inappropriate use of language, and cultural differences respectively. To prevent these problems, Thai staff should further study languages and culture. Likewise, the foreign tourists should try to understand Thai culture or learn simple Thai words.

Kamolthip Yuennan (2008) reported in her research (Foreign Tourists’ Impressions toward Visiting Thailand) that friendliness of the Thai people and Thai hospitality were the most up to foreign tourists’ expectation. Nearly all of them said about coming back again.

According to Pitchayapat Pakjirapak (พิชชาพัชร กัดจิราภักย์, 2549), who conducted research about Russian tourists’ satisfaction with the services of receptionists of three-star hotels in the Pratunam area, the Russian tourists were satisfied with the services. The educational level did not affect satisfaction, but gender did. The study concluded that men were satisfied more than women because women were more cautious and more sensitive. Therefore, they tended to have higher expectations than men did.

As for Wilawan Chaisewi (วิลาวรรณชัยเสวี, 2549), who studied about Russian tourists’ satisfaction with the services of a travel company, the research revealed that most Russian tourists were satisfied. However, gender did not affect satisfaction in this study. This answer was contrary to Pitchayapat Pakjirapak’s one.

All of the four studies focused on the tourism industry. The general conclusion is that most foreign tourists are satisfied. However, a weakness is that Thai staff do not understand English well enough. The PAG tends to be able to solve this problem. It was also found in the previous research that sometimes gender affects satisfaction, but sometimes, gender does not affect it. This study is done to further study about the tourism industry, especially the PAG, which has not yet been studied. This research is also done to study whether foreign tourists are satisfied with the PAG and whether gender affects the satisfaction level.