

## CHAPTER FOUR

### RESULTS

This chapter is to present the results of this research. It is divided into three sections based on the questionnaire: general information, satisfaction with PAG, and other suggestions.

#### 4.1 GENERAL INFORMATION

*Table 3. Gender*

| <b>Gender</b> | <b>Number of Respondents</b> | <b>Percent (%)</b> |
|---------------|------------------------------|--------------------|
| Male          | 64                           | 53.3               |
| Female        | 56                           | 46.7               |
| <b>Total</b>  | <b>120</b>                   | <b>100.0</b>       |

From Table 3, this research had 120 respondents (64 males and 56 females). The number of male respondents was slightly higher than that of female ones.

*Table 4. Age*

| <b>Age (years)</b> | <b>Number of Respondents</b> | <b>Percent (%)</b> |
|--------------------|------------------------------|--------------------|
| < 25               | 13                           | 10.8               |
| 26-30              | 28                           | 23.3               |
| 31-35              | 26                           | 21.7               |
| 36-40              | 18                           | 15.0               |
| 41-45              | 11                           | 9.2                |
| 46-50              | 4                            | 3.3                |
| 51-55              | 6                            | 5.0                |
| 56-60              | 5                            | 4.2                |
| 61-65              | 4                            | 3.3                |
| > 66               | 5                            | 4.2                |
| <b>Total</b>       | <b>120</b>                   | <b>100.0</b>       |

From Table 4, among the ten groups of age, the number of respondents who were 26-30 years old (28 people) was the largest. It was followed by the number of those who were 31-35 years old (26 people).

**Table 5. Educational Level**

| <b>Educational Level</b> | <b>Number of Respondents</b> | <b>Percent (%)</b> |
|--------------------------|------------------------------|--------------------|
| < Bachelor's degree      | 12                           | 10.0               |
| Bachelor's degree        | 43                           | 35.8               |
| Master's degree          | 53                           | 44.2               |
| Doctoral degree          | 12                           | 10.0               |
| <b>Total</b>             | <b>120</b>                   | <b>100.0</b>       |

According to Table 5, the number of respondents whose educational level was a Master's degree was the largest (53 people). It was followed by the number of those whose educational level was a Bachelor's degree (43 people).

**Table 6. Nationality (Presented in Terms of Continents)**

| <b>Continent</b> | <b>Number of Respondents</b> | <b>Percent (%)</b> |
|------------------|------------------------------|--------------------|
| South American   | 4                            | 3.3                |
| North American   | 19                           | 15.8               |
| Asian            | 19                           | 15.8               |
| European         | 72                           | 60.0               |
| African          | 1                            | 0.8                |
| Australasian     | 5                            | 4.2                |
| <b>Total</b>     | <b>120</b>                   | <b>100.0</b>       |

Table 6 shows that more than half (60%) of the respondents were European. The number of respondents from North America was the same as that from Asia (19 respondents each), and only one respondent was African.

***Table 7. The Number of Times of Visiting the Grand Palace and the Temple of the Emerald Buddha***

| <b>Number of Times</b> | <b>Number of Respondents</b> | <b>Percent (%)</b> |
|------------------------|------------------------------|--------------------|
| 1 time                 | 101                          | 84.2               |
| 2 times                | 18                           | 15.0               |
| 3 times                | 0                            | 0.0                |
| 4 times                | 1                            | 0.8                |
| 5 times or more        | 0                            | 0.0                |
| <b>Total</b>           | <b>120</b>                   | <b>100.0</b>       |

Table 7 indicates that most respondents (84.2%) had visited the Grand Palace and the Temple of the Emerald Buddha for the first time. Only one respondent had visited this place more than twice.

***Table 8. The Length of Stay in Thailand for This Visit***

| <b>Duration</b> | <b>Number of Respondents</b> | <b>Percent (%)</b> |
|-----------------|------------------------------|--------------------|
| 1-3 days        | 16                           | 13.3               |
| 4-6 days        | 24                           | 20.0               |
| 7-9 days        | 8                            | 6.7                |
| 10-12 days      | 21                           | 17.5               |
| 13 days or more | 51                           | 42.5               |
| <b>Total</b>    | <b>120</b>                   | <b>100.0</b>       |

Table 8 reveals that almost half of the respondents (42.5%) stayed in Thailand for 13 days or more. This was followed by 4-6 days (20%) and 10-12 days (17.5%).

***Table 9. The Purpose of Visiting Thailand***

| <b>Purpose</b> | <b>Number of Respondents</b> | <b>Percent (%)</b> |
|----------------|------------------------------|--------------------|
| Business       | 7                            | 5.8                |
| Travel         | 112                          | 93.3               |
| Study          | 1                            | 0.8                |
| Other          | 0                            | 0.0                |
| <b>Total</b>   | <b>120</b>                   | <b>100.0</b>       |

From Table 9, almost all of the respondents (93.3%) came to Thailand to travel. Seven respondents came to Thailand to run a business, while only one of them came to this country to study.

***Table 10. The Reason of Visiting the Grand Palace and the Temple of the Emerald Buddha***

| <b>Reason</b>            | <b>Number of Respondents</b> | <b>Percent (%)</b> |
|--------------------------|------------------------------|--------------------|
| Studying Thai art        | 18                           | 15.0               |
| Highlight of the country | 77                           | 64.2               |
| Someone's suggestion     | 25                           | 20.8               |
| Other                    | 0                            | 0.0                |
| <b>Total</b>             | <b>120</b>                   | <b>100.0</b>       |

According to Table 10, more than half of the respondents (64.2%) visited the Grand Palace and the Temple of the Emerald Buddha because this place was a highlight of the country.

## 4.2 SATISFACTION WITH PAG

*Table 11. Satisfaction With Physical Environment*

| Statement                        | Level of satisfaction (N) |           |         |             |                       | Mean |
|----------------------------------|---------------------------|-----------|---------|-------------|-----------------------|------|
|                                  | Extremely Satisfied       | Satisfied | Neutral | Unsatisfied | Extremely Unsatisfied |      |
| 1. The machine is easy to use.   | 72                        | 44        | 3       | 1           | 0                     | 4.56 |
| 2. The machine is not too heavy. | 30                        | 57        | 22      | 10          | 1                     | 3.88 |
| 3. The machine is clean.         | 49                        | 49        | 20      | 2           | 0                     | 4.21 |

Table 11 presents that the respondents were extremely satisfied with both the ease of using the machines (mean = 4.56) and the cleanliness of the machines (mean = 4.21), but they were just satisfied with the weight of the machines (mean = 3.88).

*Table 12. Satisfaction With Price*

| Statement                                     | Level of satisfaction (N) |           |         |             |                       | Mean |
|---|---------------------------|-----------|---------|-------------|-----------------------|------|
|   | Extremely Satisfied       | Satisfied | Neutral | Unsatisfied | Extremely Unsatisfied |      |
| 1. The rental cost (200 baht) is appropriate. | 27                        | 46        | 28      | 17          | 2                     | 3.66 |

Table 12 points out that the respondents were satisfied with the rental cost (mean = 3.66).

**Table 13. Satisfaction With Product**

| Statement   | Level of satisfaction (N) |           |         |             |                       | Mean |
|---|---------------------------|-----------|---------|-------------|-----------------------|------|
|   | Extremely Satisfied       | Satisfied | Neutral | Unsatisfied | Extremely Unsatisfied |      |
| 1. The description is not too long.               | 33                        | 58        | 21      | 6           | 2                     | 3.95 |
| 2. The pronunciation of the description is clear. | 60                        | 47        | 9       | 4           | 0                     | 4.36 |
| 3. The unfamiliar words are well explained.       | 38                        | 49        | 27      | 4           | 2                     | 3.98 |
| 4. Your native language is available.             | 77                        | 27        | 4       | 6           | 6                     | 4.36 |
| 5. The map is easy to understand.                 | 48                        | 39        | 18      | 12          | 3                     | 3.98 |

According to Table 13, the respondents were extremely satisfied with the clear pronunciation and the availability of their native languages (mean = 4.36 both). However, they were just satisfied with the explanation of unfamiliar words and the ease of understanding the map (mean = 3.98 both). Similarly, they were satisfied with the length of the description (mean = 3.95).

**Table 14. Satisfaction With Place**

| Statement                          | Level of satisfaction (N) |           |         |             |                       | Mean |
|------------------------------------|---------------------------|-----------|---------|-------------|-----------------------|------|
|                                    | Extremely Satisfied       | Satisfied | Neutral | Unsatisfied | Extremely Unsatisfied |      |
| 1. The rental booth is noticeable. | 33                        | 61        | 21      | 3           | 2                     | 4.00 |

Table 14 signifies that the respondents were satisfied with the ease of noticing the rental booth (mean = 4.00).

**Table 15. Satisfaction With People**

| Statement   | Level of satisfaction (N) |           |         |             |                       | Mean |
|---|---------------------------|-----------|---------|-------------|-----------------------|------|
|   | Extremely Satisfied       | Satisfied | Neutral | Unsatisfied | Extremely Unsatisfied |      |
| 1. The staff at the booth are friendly.                             | 73                        | 39        | 8       | 0           | 0                     | 4.54 |
| 2. The staff's explanation about the terms and conditions is clear. | 77                        | 31        | 11      | 1           | 0                     | 4.53 |

Table 15 shows that the respondents were extremely satisfied with both the friendliness of the staff (mean = 4.54) and the clear explanation about the terms and conditions of the staff (mean = 4.53).

**Table 16. Satisfaction With Process**

| Statement   | Level of satisfaction (N) |           |         |             |                       | Mean |
|---|---------------------------|-----------|---------|-------------|-----------------------|------|
|   | Extremely Satisfied       | Satisfied | Neutral | Unsatisfied | Extremely Unsatisfied |      |
| 1. The rental duration (2 hours) is appropriate.  | 35                        | 38        | 20      | 22          | 5                     | 3.63 |
| 2. The service is one-stop service (there is no need to contact many members of staff). | 55                        | 48        | 13      | 4           | 0                     | 4.28 |
| 3. The number of machines is enough (there is no need to wait).                         | 68                        | 42        | 8       | 2           | 0                     | 4.47 |

Table 16 points out that the respondents were extremely satisfied with both the sufficiency of the machines (mean = 4.47) and the one-stop service (mean = 4.28). Nevertheless, they were just satisfied with the rental duration (mean = 3.63).